

# VOGUE

FEBRUARY, 15

*Fashion Money:  
what it  
buys this spring*

30 NEW HATS

*Vogue designs a  
Pattern Wardrobe*

IN ANGLO'S PURE WOOL BOUCANTA. SIZES 8 TO 18. ABOUT \$60.

Swansdown®

LIKE THE WAY I LOOK?

ALWAYS, DARLING!



HOW  
TO USE  
THIS  
ISSUE:

FASHION MONEY  
WHAT  
BUYS  
THIS SPRING

In advertising, displays,  
and sales training

QUOTE VOGUE AND SELL  
your merchandise with the  
authority of  
FEBRUARY 15 VOGUE  
fashion points

FEBRUARY 15TH TRADE EDITION

# VOGUE

Promote fashion with "a beautiful price tag," using the theme "fashion money: what it buys this spring"  
Make an importance of the new spring hats (pages 78-85)

The pale fleece coat (page 60)  
The white coat (pages 62-63)  
The suit-costume (pages 64-65)  
The sand-colour look (pages 66-67)  
Habit-forming fashions (pages 68-69)  
Sand plus white (pages 70-71)  
Fashion investments (pages 72-73)  
Leather fashions (pages 74-77)

## FASHION COMPLEMENTS

24 new hats (pages 78-85)  
The softest shoe, the sheerest stocking (pages 96-97)  
Newest opera shoes (pages 98-99)  
Beeswax brown accessories (pages 100-101)

## OTHER FASHIONS, BEAUTY NEWS

Pattern wardrobe (pages 106-111)  
Navy blue with white (pages 112-113)  
Slender, lacy tweeds (pages 116-117)  
Primary colours—complexion flattery (pages 118-119)  
Lightweight foundations (pages 120-123)  
Petticoat, underlining the new slenderness (page 124)  
The laceless shoe for men (pages 48-49)

SEE "VOGUE SAYS" QUOTES ON PAGE 4, THIS TRADE EDITION

# WHAT SHOES ARE MADE OF FOR SPRING 1953

The material of a shoe

---

is part of its fashion

---

and a reason for its success

---

VOGUE SAYS: "1953—GETTING OFF ON A WHOLE NEW FOOTING"

... and the January issue reported aniline calfskin:

"a custom leather now being used for ready-made shoes"

VOGUE SAYS: "SUIT SHOES—IN AN UNEXPECTED LEATHER"

... and the February 1 issue showed calfskin with suede

pigskin • llama • textured kidskin

## THE GLOVE-LEATHER SHOE

makes a revolution in shoe materials—"made of a soft, glove-weight kidskin backed up with Italian sheepskin for firmness", and weighing just four ounces. February 1 Vogue showed this shoe in red, with touches of patent leather.

## AN UN-SEAMED PIECE OF LEATHER

becomes a success shoe—selling two million pairs in thirteen years—by virtue of its negative characteristics. There are

"no seams, no nails, no stiff toe or heel boxes".

## "THE INTERESTING BLACK

**SHOE'',** reported in February 15 Vogue, is "interesting by reason of the

leather in it (glacé kidskin, or waxy-surfaced aniline calfskin)

or because it is supple and soft."

## "WORLD'S SOFTEST SHOE'',

shown in calfskin with a collar of patent leather, February 15

Vogue, is part of the important trend this spring for shoes that are as soft as slippers and yet have support. The leather is light, pliable—making the spring shoe "as soft as shoes come."

THERE'S AN IMPORTANT SELLING THEME BEHIND THE MATERIAL OF A SHOE...

**Shoe salesmen should know and make a point of materials in all shoe sales.**

---

## CALFSKIN

A versatile leather that will continue importantly this spring because of texture and colour value. Particular emphasis will be given to aniline calfskin—which has been dyed instead of painted, then waxed and polished to bring out the texture of the leather.

---

## PATENT LEATHER

Most important for early spring, especially in pumps and banded shoes. It is often combined with white piping, or used as trim on other leathers.

---

## KIDSKIN

The growing demand for soft shoes makes kidskin important. It will be strong as the leather for pastel and white shoes that will lead in summer fashion.

---

## REPTILE

Important to this spring's fashion for the polished, textured shoe, and as a complement to the new suits and coats.

---

## SUEDE

A perennial leather that will continue in late-day fashion; often used with other leathers. In a walking shoe, tobacco brown suede is combined with black patent leather.

---

## FABRICS

Fabrics and fabric touches are strong fashion for resort, spring, and summer. Linen and Shantung are most important in banded shoes or light pumps. Newest are the ribbon shoe and the dotted shoe—either as an all-over pattern or as a soft lining. Black satin will be seen for late-day spring as part of the fashion for the shining black shoe.

Additional copies of these pages are available for sales training purposes at \$2.00 per 100 copies.  
Write:  
**VOGUE MERCHANDISING SERVICE,**  
420 Lexington Avenue,  
New York 17, N. Y.

## To sell fashion, quote

# VOGUE

Your Release Date: February 13th

*Use these quotations in your advertising and/or window or departmental cards*

LETTER THESE "VOGUE SAYS" QUOTES ON YOUR OWN DISPLAY CARDS

## TO SELL "FASHION MONEY INVESTMENTS":

VOGUE SAYS: "The pale fleece coat with a lovely bloom"  
VOGUE SAYS: "The pale fleece town coat—slenderly cut"  
VOGUE SAYS: "Pale fleece coat—smartest and prettiest for 1953"  
VOGUE SAYS: "A lined suit jacket makes a costume"  
VOGUE SAYS: "The suit that's a costume—top spring fashion"  
VOGUE SAYS: "Habit-forming fashions—fashion-money's worth"  
VOGUE SAYS: "A shantung skirt and blouse—busy-day separates"  
VOGUE SAYS: "Sand-coloured wool—fashion-money's worth"  
VOGUE SAYS: "Black and slender dress—fashion-money's worth"  
VOGUE SAYS: "The sweater dress—wonderful fashion"  
VOGUE SAYS: "A poodle-cloth sweater can decorate everything"  
VOGUE SAYS: "White poodle-cloth sweater—an extra jacket"  
VOGUE SAYS: "The slenderer coat—easiness its point"  
VOGUE SAYS: "The pale dress—for every smart 1953 wardrobe"  
VOGUE SAYS: "The pale dress—often washable"  
VOGUE SAYS: "The white coat—fashion-money's worth"

## TO SELL SHOES, STOCKINGS:

VOGUE SAYS: "The interesting black shoe—soft calfskin"  
VOGUE SAYS: "World's newest operas—with high, flute heels"  
VOGUE SAYS: "The softest shoes—good news for looks, comfort"  
VOGUE SAYS: "Black town shoes—the choice with beige"  
VOGUE SAYS: "Beeswax brown shoes to wear with beige"  
VOGUE SAYS: "The opera shoe with the perfect fashion figure"  
VOGUE SAYS: "New opera—very pointed at the toe"  
VOGUE SAYS: "Day shoe—closed toe, no back"  
VOGUE SAYS: "City walking shoe—polished brown calfskin"  
VOGUE SAYS: "Memo to men—the laceless shoe"  
VOGUE SAYS: "12-denier stocking—world's sheerest luxury"  
VOGUE SAYS: "Stockings for spring—a bloom of colour"  
VOGUE SAYS: "Stocking news—tops dyed lingerie colours"

## TO SELL NEW SPRING HATS:

VOGUE SAYS: "This season's hat—middle-sized"  
VOGUE SAYS: "The decorative hat—the fashion"  
VOGUE SAYS: "The spring hat—to be worn right through the day"  
VOGUE SAYS: "Shiny braid beret—feather-wound"  
VOGUE SAYS: "A cloche, all lilies of the valley"  
VOGUE SAYS: "A pillbox—feathered and flowered"

## TO SELL LEATHER FASHIONS:

VOGUE SAYS: "Fine leather ahead for spring"  
VOGUE SAYS: "Short white evening coat of capeskin"  
VOGUE SAYS: "Dinner-at-home shirt of capeskin"  
VOGUE SAYS: "The short leather town coat—smart today"  
VOGUE SAYS: "The button-down shirt of white leather"  
VOGUE SAYS: "White collar and cuffs—kid-glove leather"  
VOGUE SAYS: "New jewel—solid pigskin, set in gilt"  
VOGUE SAYS: "Bangle bracelets of pigskin"  
VOGUE SAYS: "Shiny black hat ribbon—patent leather"

## TO SELL BEAUTY, FOUNDATIONS:

VOGUE SAYS: "Primary colours for complexion flattery"  
VOGUE SAYS: "New towel colours for complexion flattery"  
VOGUE SAYS: "New girdles—retouching the figure"  
VOGUE SAYS: "New girdles—suppleness their great virtue"  
VOGUE SAYS: "Pantie-girdle with a stocking-like fit"  
VOGUE SAYS: "Nylon foundation—weighing practically nothing"  
VOGUE SAYS: "Mauve—new colour for a girdle"  
VOGUE SAYS: "Pantie-girdle of nylon elastic for restrained freedom"  
VOGUE SAYS: "A petticoat made to underline the new slenderness"

THESE "VOGUE SAYS" CARDS MAY BE ORDERED WITHOUT CHARGE

a. 12" x 15" unmounted display sheets  
b. counter-type tent cards

Fill in the number wanted in each size and return this coupon to us, please (2/15/53)

VOGUE SAYS: "The colour sand—sound investment"

a  b

VOGUE SAYS: "The decorative hat—most important new-hat news"

a  b

NAME.....

STORE NAME.....

STREET.....

CITY.....

ZONE..... STATE.....



NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT • PITTSBURGH  
**SAKS FIFTH AVENUE**  
SAN FRANCISCO • PHILADELPHIA • MIAMI BEACH • PALM BEACH

NEW SPRING SENTIMENT: Jo Copeland of Pattullo unexpectedly runs Val lace over a dress of sheer wool. A beautifully new, feminine look made even more so by slender shaping, details in new places. Yarn-dyed grey, navy. 10 to 16, 185.00. Dress Collections.

the  
**LARRY ALDRICH**  
touch



So new this season and right into Summer—

glamour in gossamer sheer, shirred silk organza,

banded in lace. About \$175.

**BERGDORF GOODMAN** NEW YORK

**THE BLUM STORE** PHILADELPHIA

**FILENE'S FRENCH SHOP** BOSTON

# Peck and Peck

Photographed at the Society of Illustrators



## *Bound to succeed, OUR CARDIGAN COAT edged in grosgrain ribbon*

A lovely Spring beckons for our soft-shouldered coat—with the collar that's newest *in absentia!* So promising, we've brought it forth in two favored fabrics, good gray flannel and a rich, gently nubbed wool — in navy and red. Sizes 10 to 18. . . . . 69.95

NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • BALTIMORE • DETROIT • CLEVELAND • ST. LOUIS • MINNEAPOLIS • ST. PAUL • INDIANAPOLIS  
ATLANTA • WASHINGTON, D. C. • CINCINNATI • KANSAS CITY • MILWAUKEE • HARTFORD • BUFFALO • PROVIDENCE

I NEVER DREAMED  
I'D LOOK  
THIS YOUNG  
AT MY AGE



I'd often wondered how I would look  
as I grew older... wondered how  
long my skin would remain soft and  
smooth and youthful-looking.  
But — no need to wonder now... my  
Revenescence-cared-for-skin  
believes the years more beautifully  
than even I had ever hoped.

*Revenescence by*  
**Charles of the Ritz**

Staccato . . .

short and to the point

variations day to late day

on a flattering new last by

Andrew Geller

*Neiman-Marcus*

dallas





**HUDSON'S** cue for spring

a DAVIDOW tweed — pale, powdery imported Daventree,  
the stole, fringed and ample, the suit, slim, neat  
and belted — the whole a summary  
of fashion 1953. Sizes 10 to 18.  
Navy, Grey and Rose. Suit 98.50, Stole 17.95.

# HUDSON'S WOODWARD SHOPS

DETROIT'S AVENUE OF FASHION



BRITISH WALKERS\*—smart, new footnotes to a spring suit wardrobe.

Above, open toe, closed back pump with saddle stitching  
and diagonal bow on vamp.

Below, the sling-back pump deep throated with wrapover vamp.

Both in polished calf.

Sizes 4 to 10. Black, Navy and Amber Tan. 19.95 the pair.

\*MADE IN U.S.A.

*I am Youngland, I am fashion, I am all the yum-yum dresses 2 to 12, little girls delight in wearing.*

# youngland

SAM LANDORF & COMPANY, INC.  
64 West 36 Street, New York 18, N. Y.



A large, close-up photograph of a woman's face and upper body occupies the left side of the advertisement. She has dark hair, is wearing a dark fur-trimmed coat, a pearl necklace, and a light-colored fur hat. Her gaze is directed towards the right. In the lower right corner, a smaller, full-body photograph of a man in a dark suit and tie is shown, looking towards the camera.

# Miron

Herbert Sondheim's spring aperitif, sheath and jacket...in pale  
Milina, Miron's cool, inspired mix of worsted, mohair and linen.

*Miron Mills, Inc.,  
51 Madison Ave.,  
New York 10.*



the touch of Spring in





Spring is beauty and life. Its miracle of leaf and greening hill is a touch of new magic. And Leather has the aliveness of Spring. Resilient as Nature herself . . . mellow and warm . . . leather has the uncopyable textures that are Nature's signature. For women, leather captures Spring in fashion. For men, Spring is the outdoors, pulsating with new life mirrored in fine leather possessions. For all America, soft and glowing hues in fine leather are a harbinger of the joy of Spring come to life. Leather and Spring touch the heart of the fashion world.

LEATHER INDUSTRIES OF AMERICA, INC.

LEATHER





It's Golden . . . It's Gorgeous

It's **FLORSHEIM**

# Bamboo



It's the Midas touch for every costume . . .

the newest color treasure. Exquisite  
aniline calf for glowing, translucent

loveliness! Florsheim quality, of course,  
makes Bamboo shoes even more desirable.

The shoes as shown come in low, medium  
and high heels, and, my, how they fit!

For name of your nearest dealer write  
THE FLORSHEIM SHOE COMPANY, Chicago 6

PHILIP MANGONE

THE DAYTON OVAL ROOM®  
MINNEAPOLIS



*A very  
forward shoe,  
the front a whimsy  
of Spring decor,  
the back . . . what back?  
About \$24.  
The touch of spring in Leather*

*O. Miller*  
*beautiful shoes*

SHOPS AND AGENCIES IN PRINCIPAL CITIES. EXECUTIVE OFFICES, EMPIRE STATE BUILDING, NEW YORK CITY.  
FOR STORE NEAREST YOU, SEE VOGUE'S BUYING GUIDE: PAGES 132 TO 133

# I. MAGNIN & CO.

SAN FRANCISCO • SEATTLE • OAKLAND • LOS ANGELES • BEVERLY HILLS • PASADENA • SANTA BARBARA



TRAINA NORELL'S uncomplicated

sleeveless dress and

voluminous taffeta lined coat in a strikingly handsome  
silk taffeta print—black, beige and white. Ensemble 595.

BARELY-THERE

SEAMLESS STOCKINGS



all-sheer, seamless as bare skin

the naked look made lovelier in nylons by

Hanes

# B ORN FOR BARE SHOES

the seamless stocking, sandalfoot, all-sheer, barely there

The new shoe fashion is the bare shoe;  
in step with it, only choice for it,  
only way to further bare-look beauty,  
the nylon stocking seamless as bare skin.

The bare-look fashion demands continuity, from heel to hem  
and all around. No ordinary sandalfoot stocking will serve.  
You need the second-nature stocking—sandalfoot, *seamless*,  
made by Hanes, with the sleek fit and finish  
that gives everyone the idea your legs have  
the loveliest skin in the world.

And that is not all the Hanes seamless stocking does for you.  
More: it makes the leg look slimmer and trimmer,  
fosters the illusion that your foot  
is smaller, more delicate, *more Cinderella* than nature made it.  
There's no surer flattery you could buy to give your beauty a build-up.

Yet this barely-there stocking, demanded by fashion, made by Hanes,  
and moulded to skin-smooth perfection, is no extravagance;  
its virtues make it an economy.  
Nylon itself has an elastic quality that makes for long life; the way  
Hanes knits it, with no seams to drag into place,  
makes for an even longer life-span. You could pay far more for nylons  
and get much less in durability, in fashion.

When a new fashion comes along you consider what you need  
to go along with it, to make it becoming to you.  
To make the bare-shoe fashion becoming, you need only  
choose the stocking born for bare shoes.  
It's fresh fashion, sound economy, beauty treatment for legs;  
it is made by Hanes, dependable maker, master maker,  
of *barely-there* seamless stockings.

*Fred Greenberg*

FOR THE WOMAN MEN REMEMBER



**THE SIMPLE SHAFT —**

hundreds of tiny  
tucks that follow your  
natural line. In new rayon  
sheer black or navy.

12 to 20—38 to 44—14½ to 24½.  
about 89.95

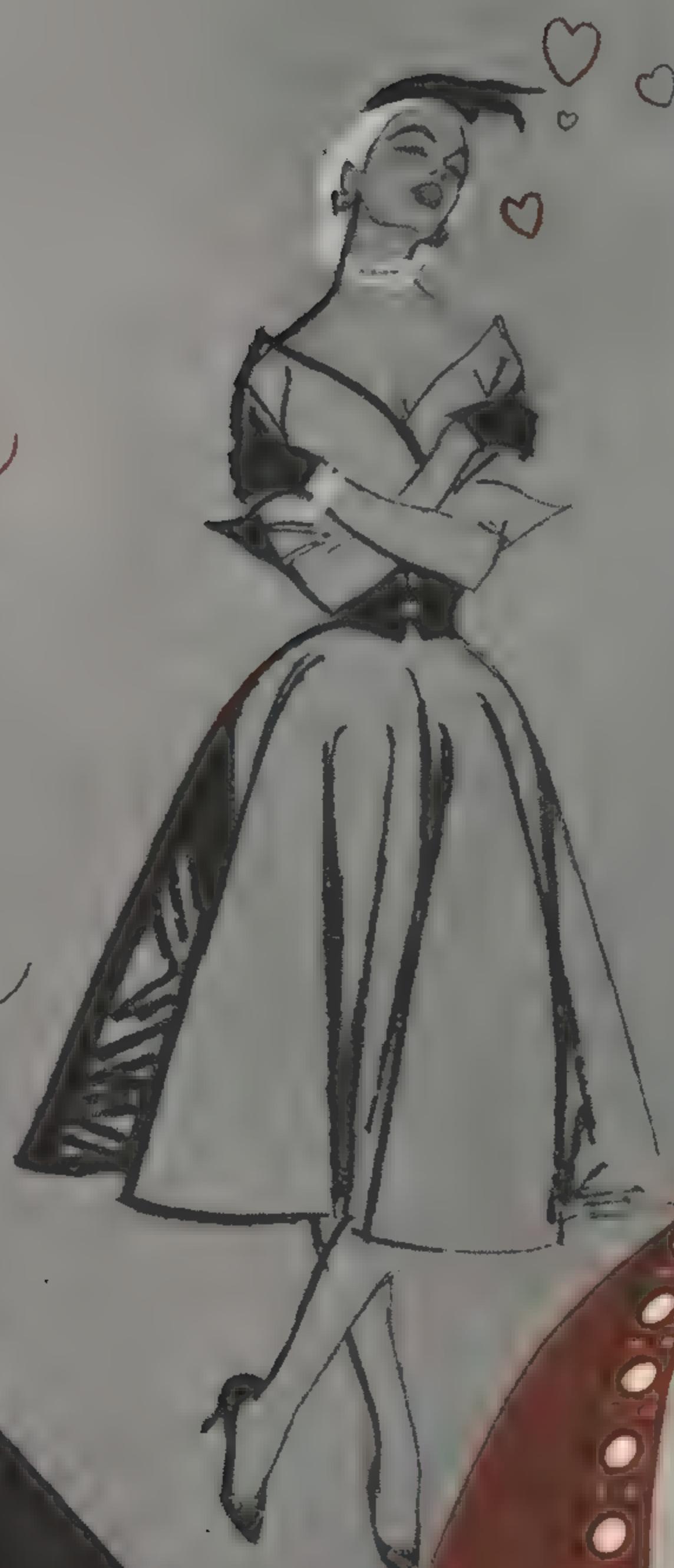
Write for Spring Style Book Fred Greenberg, 550 Seventh Ave., N. Y. 18 . . . In Montreal Frenchshire Ltd

SAKS FIFTH AVENUE ALL STORES

NEIMAN MARCUS Dallas

R. H. STEARNS Boston

Love  
that  
Shoe



Jacqueline  
designed by WOHL

Jacqueline  
designed by WOHL



Love those dots that give it dash . . . that white touch that's Spring '53 . . . that to-the-side slant that makes a fashion point at your toe as you enter, at your heel as you leave. And still it's deliberately simple . . . shell cut to flatter and fit like a dream. A shoe that's perfect understanding to a suit, a coat-dress ensemble . . . instinctively right with tweeds, jerseys, prints. In Black patent . . . in Navy, Red, Green, Black or Beach calf at just

895  
Slightly higher  
Denver West

WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI • A Division of Brown Shoe Company

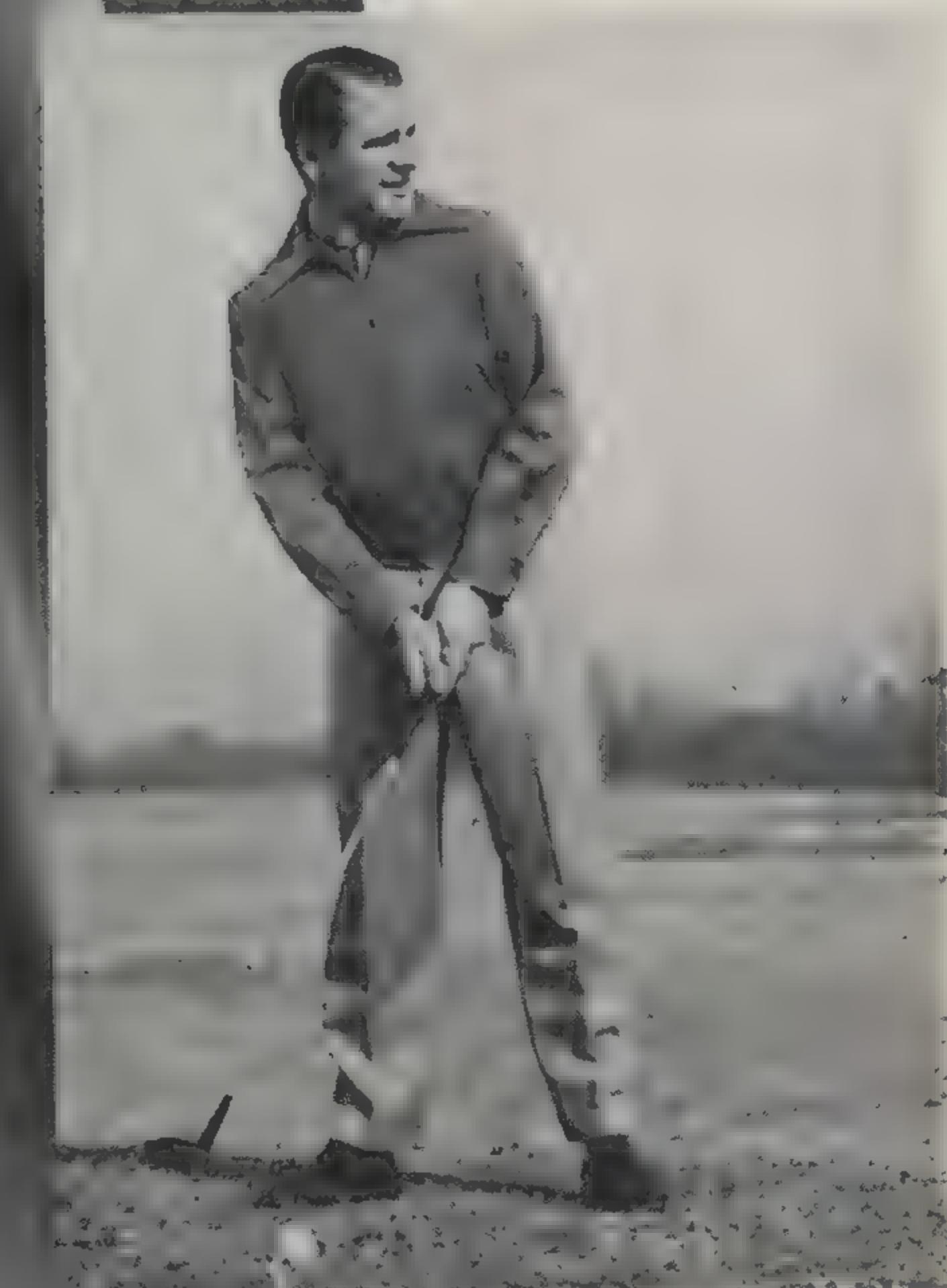


THE  
NEW LOOK  
IS THE  
“TRANSEASON”\* LOOK  
IN FASHIONS!

THANKS TO



The look is slim, flattering, bulkless, because “Transeason” Fashions, with MILIUM metal-insulated linings, need no heavy interlinings. A MILIUM lining keeps you warmer when it's cold, cooler under the hot sun; makes it possible for your fashions to bridge the seasons with comfort. See “Transeason” Fashions for the whole family, created by the best designers, at fine stores all over America.



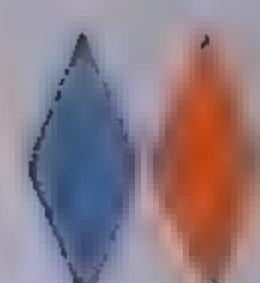
Teens and boys like the lightweight warmth of their “Transeason” Fashions!

Men appreciate the free-action, lightweight comfort of a “Transeason” jacket!

Misses love the slim, bulkless lines of a “Transeason” all weather coat!

\*TRADE-MARK, DEERING, MILLIKEN & CO., INC.

® MILIUM is the registered trade-mark of Deering, Milliken & Co., Inc., for its metal-insulated fabrics and for its service of metal-insulating fabrics. © DEERING, MILLIKEN & CO., INC.



These legs are wearing Phoenix *Beauty Marked* stockings  
keyed by tiny colored diamonds to the correct costume shade and then  
*Beauty Boxed* to that color to make it so simple to buy.

Phoenix



Regal fanfare for Lillibets.

British-crafted from the finest and  
most supple leathers - supremely light  
and flexible.



*British*

# LILLIBETS

*Design for a Queen*

LADY INGRID



IN LEADING STORES PLEASE WRITE AND WE WILL TELL YOU WHERE

*Office for the Americas:*

BRITISH LILLIBETS, 606 EMPIRE STATE BUILDING, NEW YORK 1, N.Y., U.S.A. TELEPHONE: CHICKERING 4-4045 CABLE ADDRESS: LILLIBET, NEW YORK

ANOTHER IN THE SERIES OF FAMOUS MILLIKEN MAGIC FABRICS

Like all-wool?

You'll like  
washable  
**LORETTE**  
even better!



It's the unduplicated LORETTE, the Orlon-wool with all-wool's fine qualities amplified, plus astonishing talents of its own! The Milliken-only technique creates a fabric that washes perfectly, coming out even lovelier each time . . . keeps pleats and shape . . . rarely needs pressing even after washing. See easy-upkeep fashions of LORETTE in sportswear, separates, dresses, suits, robes, and children's clothes . . . especially in spring-weight Coronation White and Practical Pastels . . . now at better stores.

55% Orlon\*...45% Wool

**LORETTE®**  
*by Milliken*

\*DuPont's acrylic fiber

Look for the hang-tag to  
be sure it's LORETTE

DEERING, MILLIKEN & CO., INC. 1407 BROADWAY, NEW YORK 18, NEW YORK

*For sheer comfort and never a garter run*

**BERKSHIRE'S**

*glamorous new*

*"give and take"*

**NYLACE TOP**

Fantastic, how sheer and comfortable  
these Berkshires are on your legs...  
how long, *long* they wear! Credit their newest  
lease on life to the new "give and take"  
Nylace Top. It looks so fragile yet gives so  
beautifully for more freedom and flattery.  
*Takes* garter strain in its stride, to end  
forever runs that start from the top.  
Seen on no other stockings...  
only Berkshires.



*sheer sheer*

Berkshire  
*stockings*



*You who are  
style conscious...*

*You who demand  
fine fabrics...*

*You who have a  
Junior figure...  
naturally choose...*

*Jaunty Junior*



Left: In Juilliard's Briartweed. Sizes 7 to 15. About \$55.

Right: In Juilliard's Larona. Sizes 7 to 15. Under \$70.

At one leading store in your city.

Jaunty Juniors, Inc., 500 Seventh Avenue  
New York 18, New York



PRETTIEST IN PRIM

# Shades of Spring

Nylons of particularly fine quality  
and exclusive fit features  
that insure your legs  
of that PRETTIEST IN PRIM look.

Prim  
HOSIERY



model molded for perfect fit

PRIM HOSIERY INC. • C H E S T E R , I L L I N O I S

You can buy this merchandise at stores listed (Vogue's Buying Guide) p. 132.

VOGUE incorporating Vanity Fair

DELMANETTE'S SPRING

# Cutaway Tailleur

Narrow . . . new . . . pared  
to a fashionable minimum.\*  
A Delman designing triumph . . .  
excitement and perfection  
in the Spring '53 suit shoe.



*Delmanettes*  
styled by **DELMAN**

Delman is recognized as America's foremost  
shoe creator by fashionable women everywhere.  
Most Delmanettes \$14.95 to \$18.95.

Write Delmanette,  
Twenty-First at Lucas, Saint Louis, Missouri,  
for the name of your nearest retailer.



\*Made possible only with Delmanette's revolutionary  
CIAO (pronounced CHI-YO) counter construction.



**The easy shoe for the busy life**

**Haymakers**

*the softest shoes that ever walked*



**The touch of spring in Leather**



*At home showing off the garden,  
pushing a cart in the super market  
or racing around the world.  
Made of a single cradling of leather,  
handsewn, handcrafted, handsome—  
it's the shoe that made "comfortable" a  
fashionable word. 90 sizes in  
beautiful colors. The Haymaker pump  
in bamboo, smoke, brown, red, navy,  
white, black or green kip-calfskin, \$14.95.  
Also in black, brown or navy fine  
bucko suede, \$15.95. The Haymaker oxford  
in black, brown, red, green, white  
or navy kip-calfskin, \$14.95.*

*At fine stores across the country, or write Haymakers by Avon, Dept. V2, 47 West 34th Street, New York*

# more beauty dies of thirst than for any other reason



## TRY FORMULAYER AT NO EXTRA COST

Generous trial size jar of Formulayer free of extra cost with every regular \$3.50 jar. Limited quantities only. Use trial size first. If not completely satisfied with the lovely effect on your skin, return large jar unopened. Entire \$3.50 refunded.

Could be you are "dying of thirst"—yet not aware of it—that your young, fresh look is fading, maybe ever so slightly. But fading from thirst.

Now it is known that more beauty dies of thirst than for any other reason. Skin specialists have learned that the roots of beauty go second-skin deep, that they are kept "alive" by well-springs of oil and water hidden way down under the skin.

Beauty starts to wither, then—to "die of thirst" when these little moisture wells start to go dry as a woman matures.

Harriet Hubbard Ayer, realizing this need, found a way to help nature keep beauty alive. FORMULAYER is the amazing cream discovery that helps the sluggish skin cells retain their natural moisture, second-skin deep.

Dermatologists have proven that FORMULAYER will aid in bringing beauty "back to life" even if lines have turned to wrinkles. An exclusive active ingredient in FORMULAYER, found in no other cream, makes this possible.

When the first tiny lines warn that your skin is getting thirsty—that your beauty is endangered, then it is time to start using FORMULAYER—containing Extrolan, of course—by Harriet Hubbard Ayer.

*In a rigid test, 20 out of 21 women appeared visibly younger when they used Formulayer than when they used ordinary rich emollient creams or creams containing lanolin.*

3.50 plus tax

HARRIET HUBBARD

Lever House, Park Avenue, New York



*Amber-glow* such a wonderful  
color idea—it's crystal clear aniline calf  
neutrally perfect, naturally lustrous—the  
fashion shoe news in **mademoiselle**<sup>®</sup> shoes.



PORTRAIT PUMPS, "The touch of spring in Leather"  
ABOUT \$15.95 (SLIGHTLY HIGHER DENVER WEST).  
FOR NAME OF STORE NEAREST YOU WRITE TO  
MADEMOISELLE SHOES,  
EMPIRE STATE BUILDING, NEW YORK 1.

# Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



Starting at top: Solo, \$3.00; Princess, \$3.50; Duchess, \$4.50; Windsor, \$3.50; Savoy, \$3.00. At fine stores everywhere.

HAT BY JOHN FREDERICKS

*The Costume Look*  
in handmade Crown Jewel Cottons by VAN RAALTE

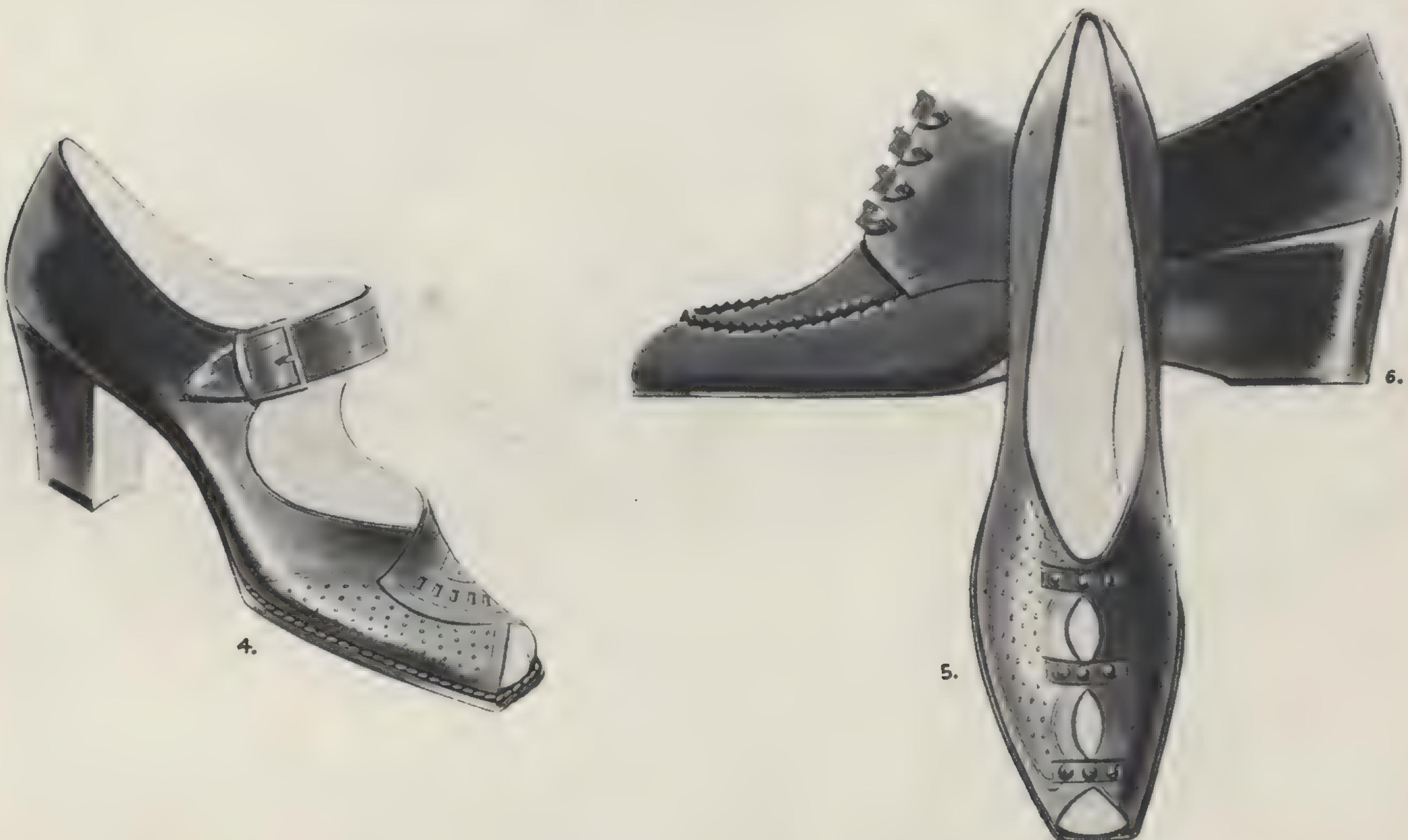
*—and Van Raalte is famous for stockings and underthings, too!*





**FASHION  
CAN BE  
COMFORTABLE**

Wanted: Shoes that take their walking seriously—yet look pretty all the while. Found: Foot Savers—beauties every one—shaped over the Shortback® Last for heel-hugging, toe-freeing ways. **1.** Less shoe, more you. Calf strap style with platform sole that does such cushiony things for your foot. The *Hi-Light*, by Foot Saver. **2.** Calf pump with just a bit of banding to shelter your toes from the great outdoors. The *Allure*, by Foot Saver. **3.** So classic, so comfy—it'll *never* see your shoebag. The *Newport*, in calf, by Foot Saver. **4.** Pretty publicity for your instep—in gleaming calf. The *Lassie*, a Skuffie by Foot Saver. **5.** You'll walk dozens of blocks *blissfully* in the *Troubadour*. Calf pump, by Foot Saver. **6.** Smart enough to hobnob with almost any suit you own. Suede with calf wedgie heel. The *Cuddles*, by Foot Saver.



**S H O R T B A C K   F O O T   S A V E R   S H O E S**



**emba silverblu** platinum mink designed by ritter bros., new york



jewels—CARTIER dresses—talmack

© mutation mink breeders association

silver as the sea . . a pert jacket, a curving stole, in emba silverblu\* platinum mink—american ranch mink, the finest in the world  
ritter bros., new york • j.w. robinson, los angeles • titche-goettinger co., dallas



*Spring is a Feeling...*

*capture its bliss in shoes of new, cloud-soft  
Politan, an Evans Quality Kid Leather*

**Capezios\*** by Capezio, winner of the 1952 American Fashion Critics' Award.  
Capezios designed in collaboration with Claire McCardell, light as your April  
moods, lovely as a May blossom, in Fashion's new sensation . . .

**Politan**  
TRADE MARK

*from the House of Fashion Leathers*

\*T. M. REG. U. S. PAT. OFF.

JOHN R. EVANS & COMPANY, CAMDEN, NEW JERSEY    Est. 1857



a Queen's ransom in sheer beauty

Crown

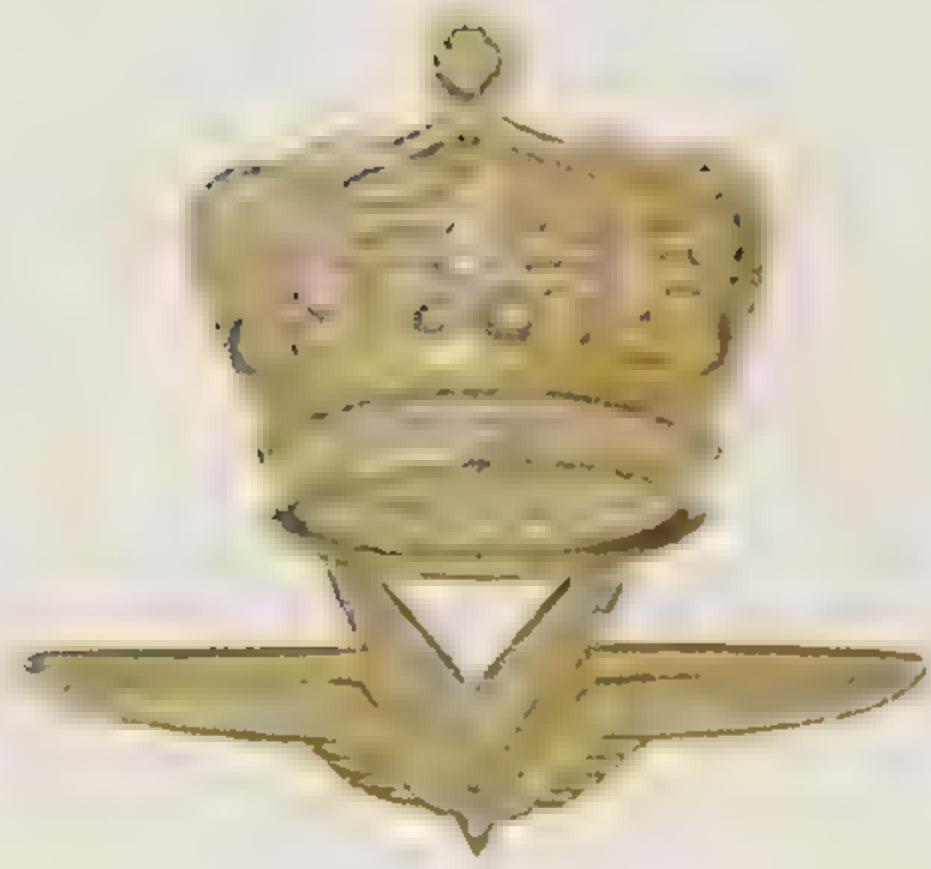
Color nylons

by *Holeproof*



Spring's loveliest nylons  
... in colors of regal  
beauty. So glamorous, so  
flattering, they'd delight  
the proudest queen!  
You'll treasure them for  
many weeks of extra  
wear, because Holeproof's  
exclusive Beauty Lock  
Finish makes them super  
snag-resistant! Custom-  
fitted for you in pro-  
portioned lengths and  
widths.

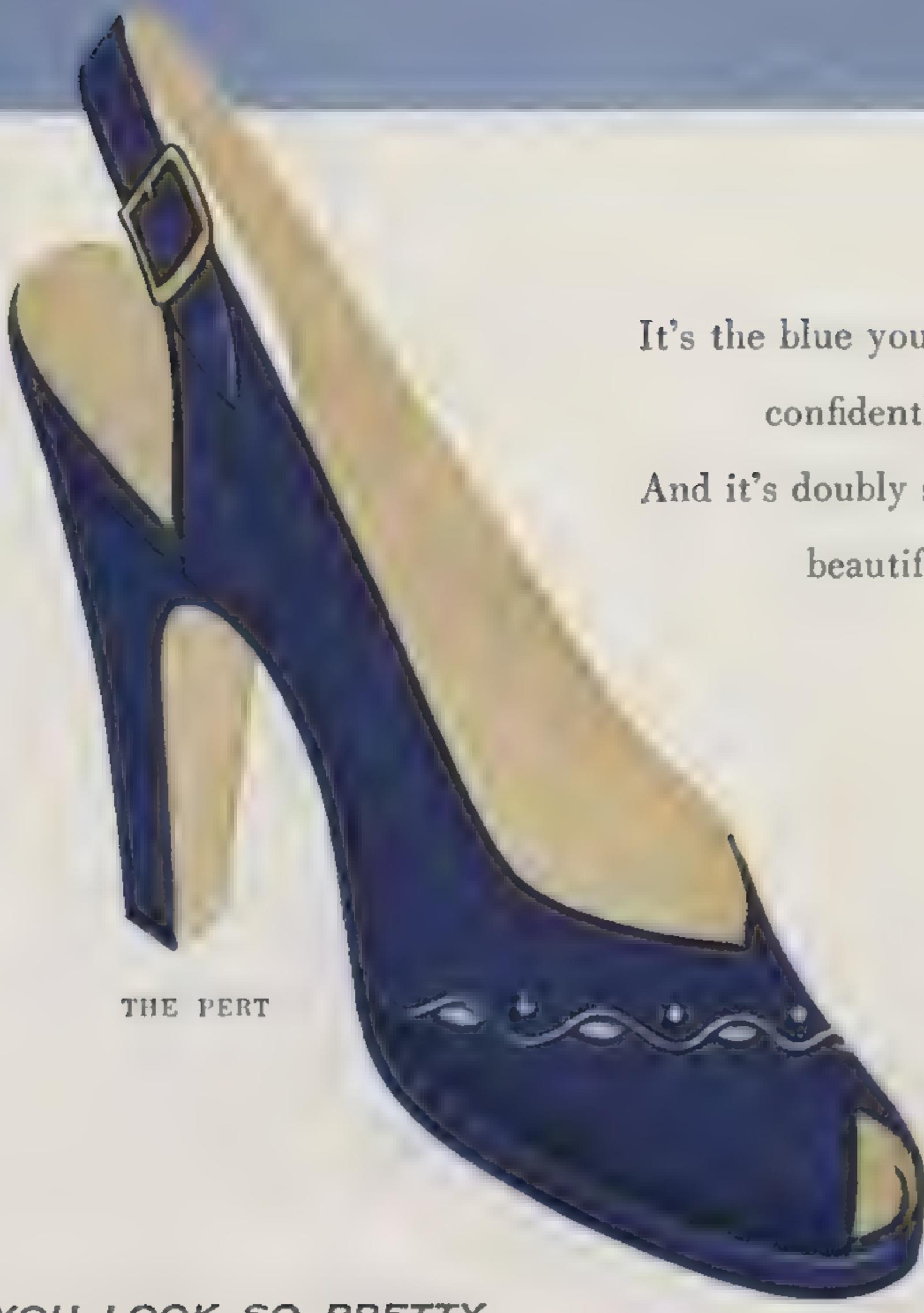
Again awarded Fashion Academy Gold Medal  
© HOLEPROOF HOSIERY COMPANY, Milwaukee 1, Wisconsin and London, Ontario  
World-Famous Men's Socks • Men's Nylon Tricot Pajamas • Luxite Lingerie and Hosiery • Women's Proportioned Hosiery • Nappers—All Nylon Slippersocks



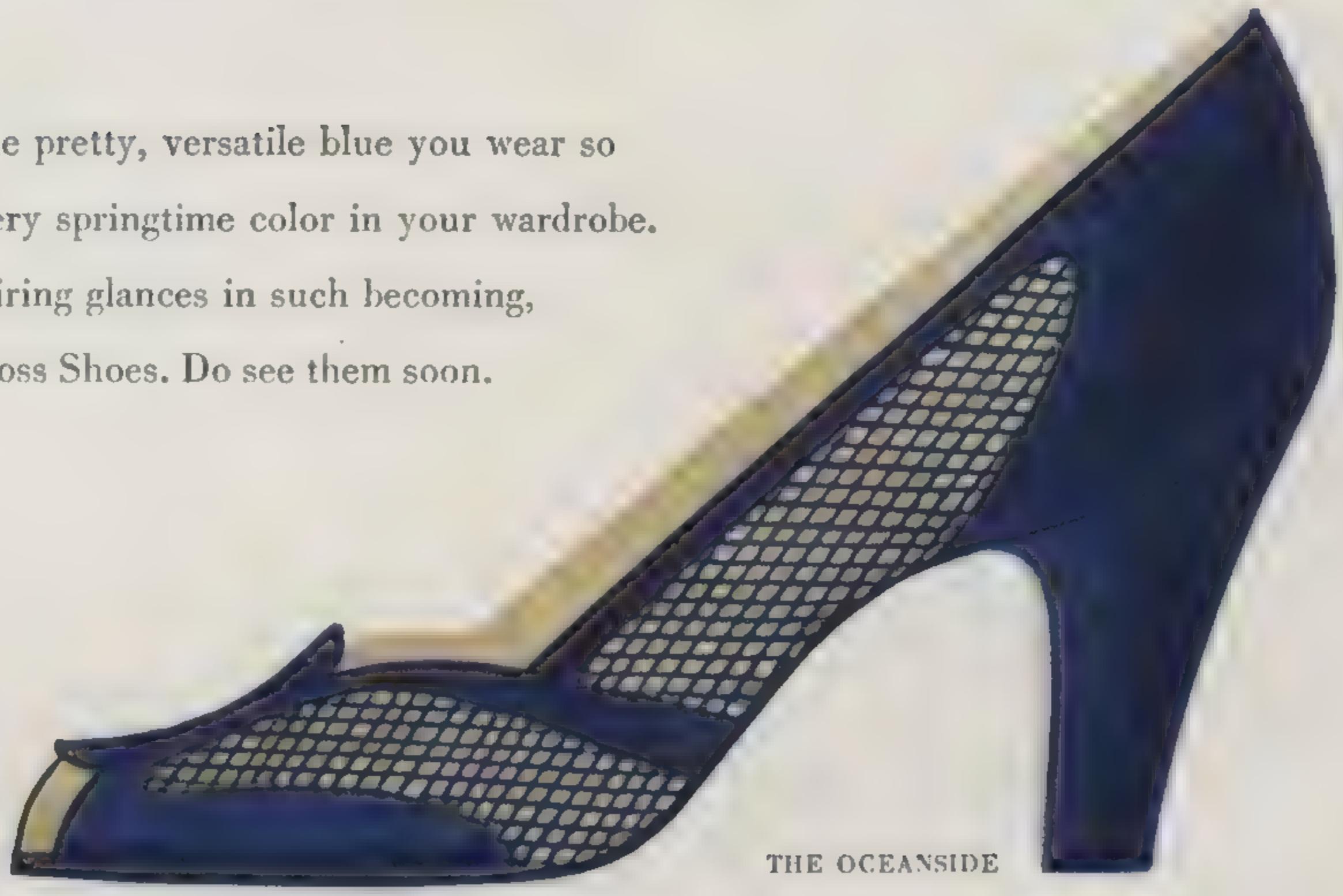
THE STARLIGHT

# Imperial BLUE

MILES AHEAD IN SMARTNESS FOR SPRING . . .  
IN RED CROSS SHOES



THE PERT



THE OCEANSIDE

YOU LOOK SO PRETTY . . .

FEEL SO SURE OF YOURSELF IN

# Red Cross Shoes

FEATURED IN CANADA AS GOLD CROSS SHOES

AMERICA'S UNCHALLENGED SHOE VALUE **\$8<sup>95</sup> TO \$12<sup>95</sup>**



This product has no connection whatever with The American National Red Cross

The United States Shoe Corporation, Cincinnati 7, Ohio. These shoes are manufactured and distributed as Gold Cross Shoes in Canada by B & L Shoe, Ltd., in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" (Aust.), Pty. Ltd., in South Africa by Eddels (S.A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd.

The exciting TABU woman  
might very well be YOU



the "forbidden" perfume by *Dana*

Blouse and trousers by Brooke-Cadwallader. Copyright 1953, Dana Perfumes, Inc. All Prices plus tax.

PARIS · NEW YORK



## FLORENTINE STILETTO

BY *Johansen*



JOHANSEN BROS. SHOE CO. INC. • SAINT LOUIS, MISSOURI



slender and shapely, poised  
on a slim dagger of a heel,  
its inspiration is pure Italian  
—right down to its silken fabric,  
Ripplana . . . flown in from Lombardy,  
then cut and shaped on American lasts.  
Shoes, about sixteen dollars,  
matching bag,  
about fourteen dollars.\*

\*plus tax

Johansen American Shoes, Ltd.  
5 Hay Hill  
London W. 1, England

the  
wonderful  
plus  
in stockings  
for Spring—

nylon

**TWIST**

More elasticity from toe to top, a duller finish, more  
snag resistance—these are your fashion dividends  
in stockings knitted with twisted nylon yarn.

Leading manufacturers use Twist to give your  
stockings a better fit, a lovelier look on the leg, and  
the saving fashion of longer life. Insist on Twist.



Suit by Paul Parnes

Atwater Division, Hess, Goldsmith and Co., Inc., Plymouth, Pa.;  
The Duffy Silk Company, Buffalo, N. Y.; The Duplan Corporation, New York, N. Y.; Oscar Heineman Corporation,  
Chicago, Ill.; Kahn & Feldman, Inc., New York, N. Y.; Leon-Ferenbach Incorporated, New York, N. Y.;  
Sauquoit Silk Company, Inc., Scranton, Pa.—Throwsters who sponsor this advertising (they "throw" or "twist" the nylon yarn).



**Fruit and  
Flower colours...**

burst into bloom  
in clear flower shades,  
ripen to a tempting glow  
in sunlit berry hues.  
All within hand's reach  
in new Hansen gloves  
to give freshness and  
flavor to your  
new-season costumes  
3.00 and 3.50

Hansen Gloves  
Milwaukee 1, Wisconsin



Ronay sees *Doubles*  
*Doubles*  
 on the spring fashion scene



**"DOUBLES"**—Ronay's delightfully pleasing idea to make sure you get the bag you like and the belt you like in the size you want—  
 And what beauties they all are!

**"FORT KNOX"**, the treasure chest with filigree braces:  
 Large size in black, brown, navy, red or tan calf or navy  
 suede, about \$15. In faille or black patent, about \$12.95.  
 Small "Fort Knox" in calf or suede, about \$10.95.  
 In faille or patent about \$7.95, plus tax.

**THE "SWASHBUCKLE"** belt in wide width about  
 \$10.50; narrow about \$6.95. In black, navy, red,  
 butterscotch, briarwood, palomino, or putty calf or  
 black genuine patent.

*Luxury  
 without extravagance* *Ronay*  
 One East Thirty-Third Street, New York 16



OPERA SCENE COURTESY NEW YORK CITY OPERA COMPANY

# Flatternit

... "when you **must**  
look your best!"

*featuring the beautiful,  
dutiful Wearex\* toe . . .*



An advance  
of twenty  
years in  
girdle design



See yourself slimmed by noticeable inches

Feel how it controls you all the way 'round—not just here and there

It's the long-sought solution to fit-in-motion

It never shifts or rides . . . always stays with your figure . . .

breathes, moves with every motion of the body

A girdle without a single bone yet **TREO-coil** never lets it curl over

Try on either girdle or panty and discover

the greatest comfort and freedom you have ever known!

TREO with  
**treo-coil**  
control

\*wonderful, spring-y **treo-coil** is exclusively TREO's . . . U.S. Patent 2585262

*Coming in March 1*

# VOGUE

*Complete Report*

*of the*

## PARIS COLLECTIONS

## AMERICAN COLLECTIONS

*The New Spring Flavour*



ALSO: • UNDER-STUDY in Beige—The Slip and the Petticoat for Beige Fashions

• Mrs. Exeter in Tweed—found throughout her entire wardrobe for a City Spring

• Young Fashions in miracle fabrics



AND THESE

FEATURES: • Jimmy Brownell, the nine-year-old son of the new Attorney General,



a one-dish cook, his specialty chile con carne

• Rouault, a portrait of the great French artist, and four of his greatest drawings

• The fifteenth in Vogue's "Arts of Living" Series: The Art of Discovery, by J. Frank Dobie

ASK YOUR NEWSSTAND DEALER NOW TO SAVE YOU A COPY! • ON THE NEWSSTANDS FEBRUARY 27



**THE FOOTPRINT\*** revolutionary style with the arch that gloves your arch in soft, supple upper leather . . . no outersole there, just supreme ease and flexibility . . . HANDSEWN vamp and back — and, it's a genuine moccasin, too! **\$12<sup>95</sup>**

\*trade mark pending

**LOGGADILLERS**

**DIVISION OF A. SANDLER CO., BOSTON, MASS.**

also made in Canada by the George-Morgan Company — Toronto, Ont.

**B. ALTMAN & CO.**  
NEW YORK

**Harzfeld's**  
KANSAS CITY

SEW SOMETHING  
SIMPLY WONDERFUL  
OF E&W's

# Gilbrae

EVERGLAZE  
COTTONS

They thrive on the simplest care, discourage wrinkles, stay petal-fresh, and their beautiful lustre is there to stay. So fine they're worth every stitch you take.

Maple-Leaf Taffeta  
... black, white and 14 colors  
Taffaglaze Chambray  
... jacquards matched with plain  
Provincial Prints  
... small, smart, calico-gay

SMART MONEY BUYS  
**E&W**  
Gilbrae Fabrics

Guaranteed by  
Good Housekeeping  
AS NOT AS ADVERTISED TWENTIETH

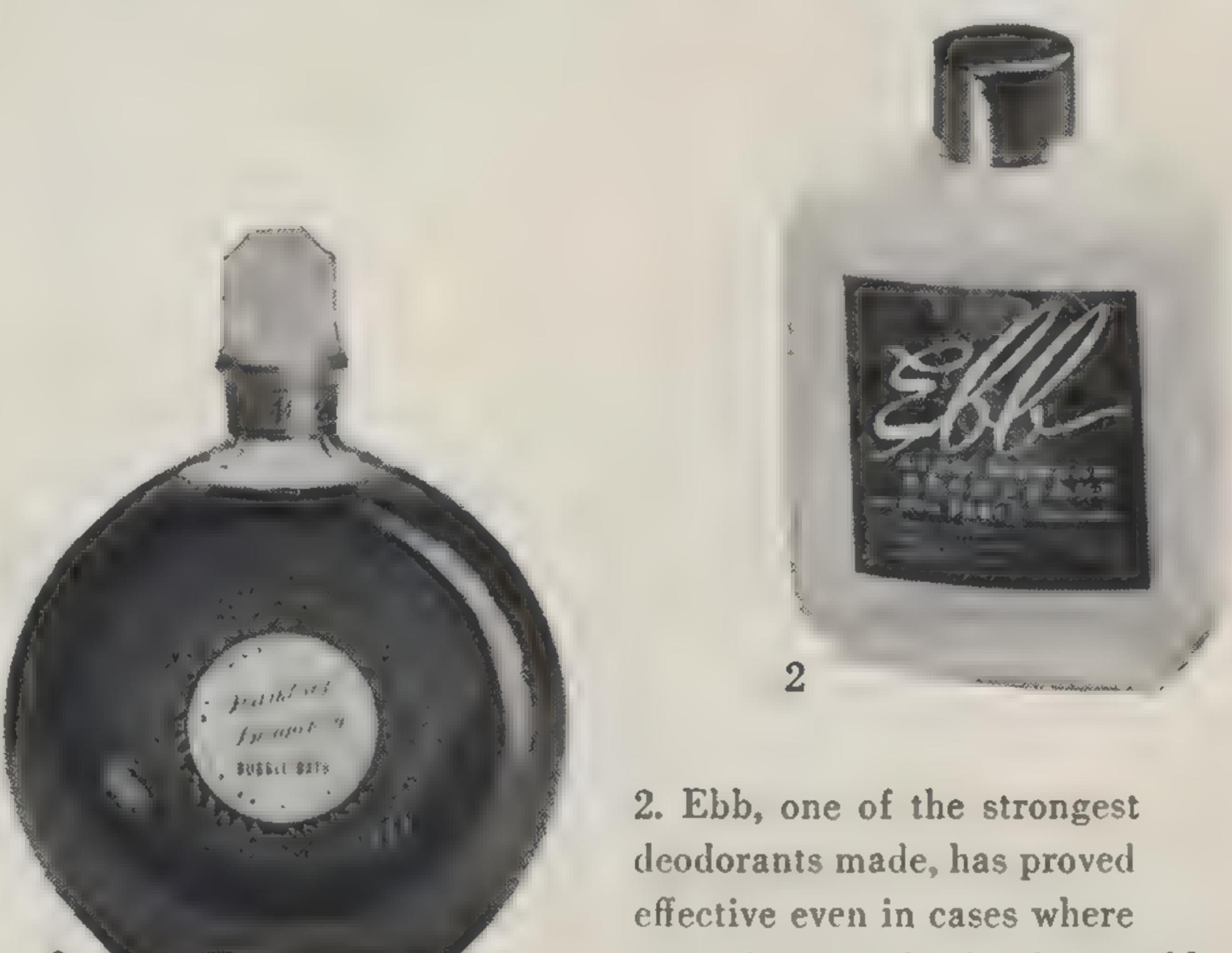
## DISCOVERIES IN BEAUTY



1 MIEHLMANN

### 1. How much care does a complexion require?

Ann Delafield, who has been shepherding women along the road to beauty for more than thirty years, believes in a daily routine—a hard-working minimum of products. Her theories are now realities in her own new line of treatments and make-up. There is one rich cream for scrupulous cleansing and smoothing; Skin Freshener for toning the skin. Miss Delafield believes in vividly coloured lips; believes in eye make-up, *always*. She has put her complete eye make-up into a compact of its own, called Glamour Eyes. And to enhance the beauty a woman may come by *naturally*: a daily quota of vitamins. All at Rexall Drug Stores.



2



4

2. Ebb, one of the strongest deodorants made, has proved effective even in cases where excessive perspiration is a problem. Yet, its formula is so gentle, so creamy, that it may be used constantly by the sensitive-skinned without irritation. At Bloomingdale's.

3. Sparkling Burgundy to bathe in—Prince Matchabelli's delightful idea. For fragrant steeping, a few drops sprinkled under the tap, and it foams up pinkly, prettily. Lord & Taylor.

4. Dry skin is a year-round problem and not limited only to the hands. That's why Coty has put hormones and other moisture-restoring qualities into a *luxe* pink lotion for all over—they call it Body Beautiful. Altman.



*Ever envy a kitten's foot-flexibility and cushioned ease?*  
That's the kind of comfort you get in fashion-full new  
Cushionized Shoes for Spring...presented in new foot  
creations for every occasion, every taste!

*In sizes 2½ to 11, AAAA to EEE.*

*\$8.95 and \$9.95*

if  
kittens  
wore  
shoes...



At May Co., Denver . . . Saks, 34th St.,  
New York . . . Thompson-Boland & Lee,  
Atlanta . . . Gimbels, Milwaukee and 2000  
other fine stores, coast to coast.

Write for FREE booklet: LUMBARD-WATSON CO., Dept. A, Auburn, Maine

also ask to see  
CUSHIONETTE CASUALS

*"Cushionized" Shoes*  
"make your feet glad to walk"

**BRITISH WALKERS**  
MADE IN THE U.S.A.

*for the woman  
who's leaving  
for Palm Beach*

THE TAILLEURED SHOE BY  
**BRITISH WALKERS** . . . NEAT BUT  
NOT STRICT. THEIR COMFORT  
YOUR SECRET. HERE ARE TWO  
DRAMATICALLY NEW CONCEPTS  
OF THE HEEL HANDLED WITH FLAIR.

a. **CORONET** new flight heel . . .  
just little-finger high. Black-grey,  
Red-black, Tan-black combinations in calf.

b. **DERBY** with a pared-down  
raciness to the all-leather heel.  
Classic with a new sleekness. Red,  
Green, Cognac or Black calf.

at finer stores everywhere  
J. P. SMITH SHOE COMPANY—CHICAGO 22

Memo to **MEN**:

the laceless shoe

Mystery: what's become of the shoelace? Apparently it's disappearing; tying shoelaces has become one of the non-essential industries. This change in system started with a tasselled moccasin shown in *Vogue*, 1949 (dateline: Palm Beach). The same shoe, in black leather, then became standard city equipment, and the way was paved for the laceless shoes shown here. The main difference between the shoes on these two pages and the familiar, comfortable moccasin is: the new laceless shoe is built on a real shoe last and thus has the fit of a laced shoe, the ease of a moccasin. Here fit and comfort are combined in a variety of colours and leathers, and now there's a laceless shoe for just about everything from a day in the country to city-day to evening with black tie or tails.



A tasselled Oxford to wear in the country. The colour combination: brown and black. Brown cordovan leather with a perforated heel and wing-tip toe in black. About \$26. By Cole-Haan at Capper & Capper, Chicago.



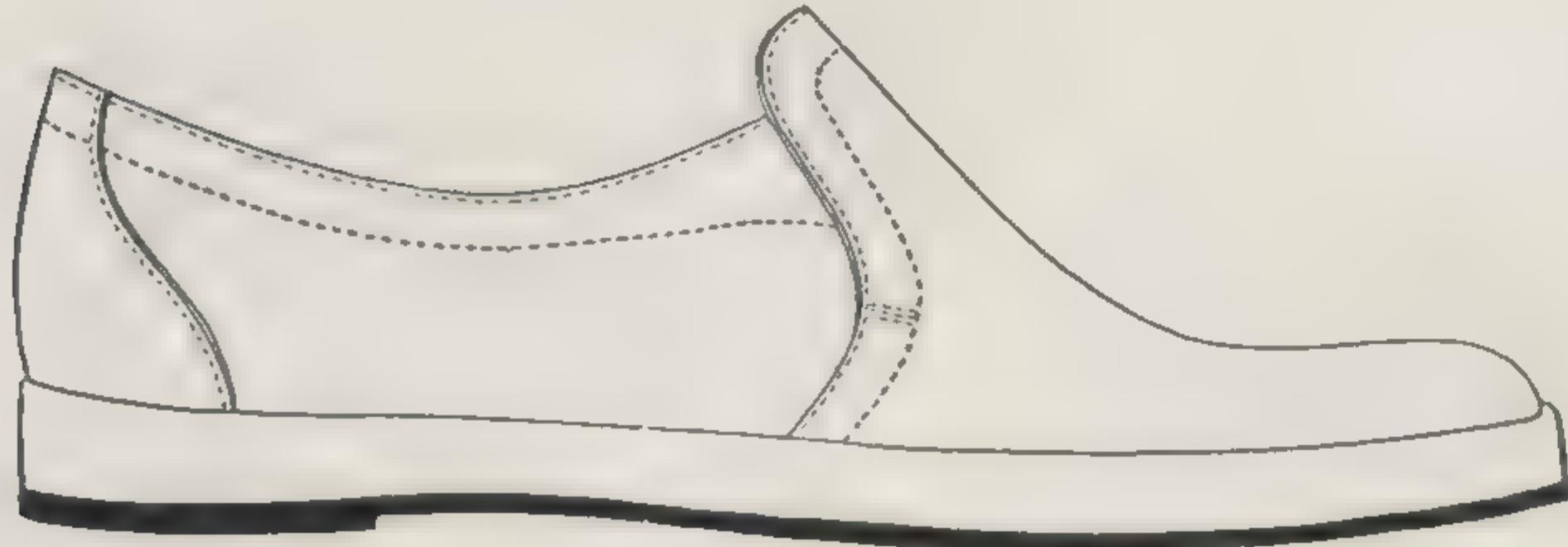
Brown calfskin shoe with side-lacing effect and tassel. Very smooth moccasin toe; good for either city or country wear. \$18. At Bostonian Shoe Store.



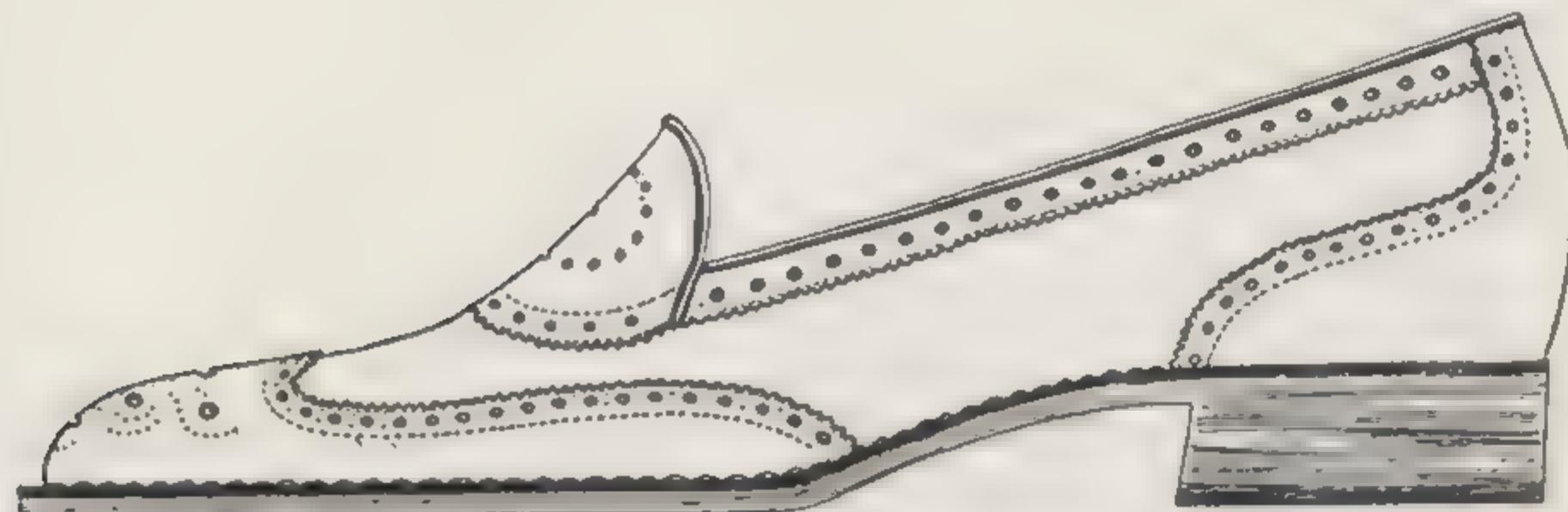
A laceless shoe for the country—to wear with grey flannel slacks. Simple, tapered lines in tan calfskin. About \$21.50. At Nettleton Shops and Neiman-Marcus.



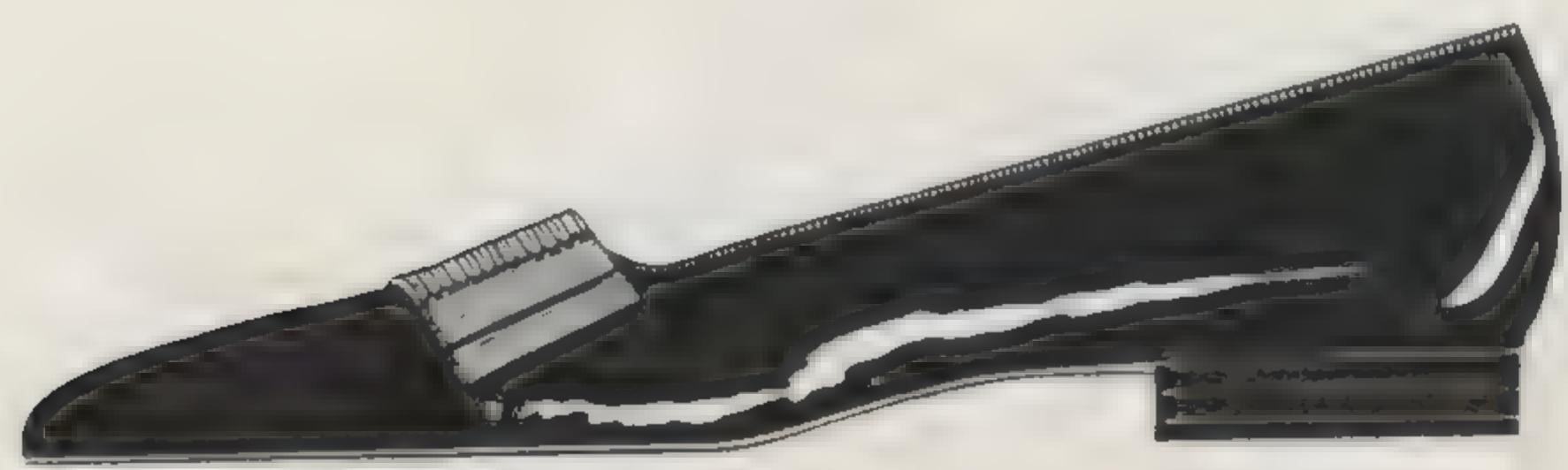
Another city-country shoe: this in brown cordovan with black leather piping and tassel, black leather sole and heel. The smooth moccasin toe. \$22. At Florsheim.



Imported from England: calfskin shoe with plain toe, slightly higher sides and vamp. The ramp sole makes this definitely a country shoe. \$18. By British Brevitts at Altman and Famous-Barr.



Tan calfskin shoe made exactly like the familiar city Oxford but without laces. Wing-tip toe and heel outlined with perforated detail. Leather sole and heel. \$25. By Keith Highlander at Walk-Over.



Another English import: this for city evenings whether black tie or tails. Black patent leather lined with red calfskin. Bow of grosgrain. \$16. By Alan McAfee at Saks Fifth Ave.

DRAWINGS BY VICTORIA PARKER  
AND FLORENCE KEYESON

# Fly in Style

## Fly B.O.A.C. on this Pre-Coronation Tour of England

Fly THE MAYFLOWER from New York—for a two-week whirl of Britain's crowning highlights! Explore an excited London from Limehouse to the House of Lords. Accept orchestra seats to 7 London plays, plus a membership at Ciro's. See Oxford, Windsor Castle, Stratford. Another B.O.A.C. "first" for only \$507!

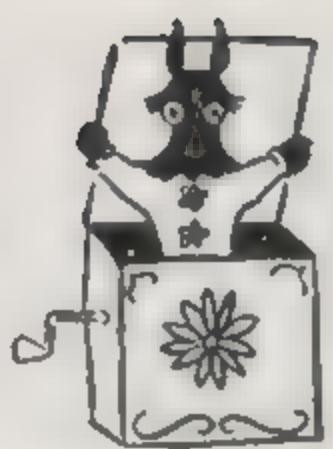


SUIT BY DAVIDOW in navy blue British tweed. Artfully fringed stole in blending navy-and-white plaid tweed. Featured at Delano's Boston, Mass.

**B.O.A.C.**

## World Leader in Air Travel

For reservations,  
call your local travel agent or  
**BRITISH OVERSEAS AIRWAYS CORPORATION**  
Reservations offices in New York, Boston, Washington,  
Chicago, Detroit, Los Angeles, San Francisco, Miami;  
in Canada: Montreal, Toronto, Vancouver



# SHOP HOUND



## Mink Ear Muffs

### COLORS:

Ranch Mink  
medium or dark

Silver Blue  
light or dark

Wild Mink

Royal Pastel

\$10.00 pair

fed. tax included

Harry Bleiweis & Son  
231 West 29 Street, N. Y. C.



## T. B. Lee Super Linen

Now for the South,  
and on  
into Summer!

So smart, with  
contrasting piping  
and hand-bound  
buttonholes!

\$34.75

White with Navy  
Navy with White  
Charcoal with White  
Dark Green with White  
Rose with Grey

#400

Sizes 12 to 20  
38 to 44  
16½ to 22½

Write for additional sketches

## Olga Frocks

POINT PLEASANT BEACH, N. J.  
We have a few sales openings!  
Information available upon request.



*Irene*  
of new york  
16 east 52nd street



All together now—a collection of handsome, useful possessions for mothers, mothers-to-be, and their children. Everything from the prettiest maternity dresses we could find to a little girl's first pair of gloves.

1 & 2. A special extra jacket of ice-blue crinkled rayon satin for evening. The price is a point, only \$5.95. Second, a suit of tweed-like rayon in blue, black, or light brown with its own chiffon scarf. \$14.95. Both of these, at Crawford's, 1013 Walnut St., Kansas City 6, Mo.

3 & 4. Two dresses with full, checkered blouses. The first with a deep yoke and pleated front worn over a solid-coloured skirt. Brown or black on white. \$25. Second, a decolleté top to wear in the sun over its own solid-coloured skirt or shorts. Green, navy blue, or red. \$29.95. Both these by Page Boy, at Lord & Taylor, Fifth Ave., N. Y.

5. Red metal "Tidy Tray" for someone who's beginning the adventure of feeding himself—with a groove built in to catch spillings. \$2.95 ppd. Whatnot, Inc., 917 E. California St., Pasadena, Calif.

6. To give to a fond mother: a portrait which can be done from photographs. Pastels, \$100; oils, \$150; price includes frame. 16" x 20" or 20" x 24". Freight collect. Mary Lou Nugent, 554 Agate St., Laguna Beach, Calif.

7. Broadcloth shirt (\$8.95); plaid gingham overalls (\$11.95) with shaped straps that won't slip. Sizes 3, 4, 6. Ingeborg Kuppinger, 22 E. 65th St., N. Y.

8. For a little girl to wear to a party—white cotton socks and gloves, hand-embroidered with pink rosebuds. Sizes 0 to 6, \$5; 7A, B, C, \$6.50. Nancy de Ruosi, Beverly Hills Hotel, Beverly Hills, Calif.

9. For a little girl (or boy) white piqué dress (or shorts) trimmed in red. Sizes 1 to 3x, \$12.95. Ada, 699 Madison Ave., N. Y.

10. Hand-knitted wool sacque trimmed with lace. \$9.95. Full length, \$14.95. Sizes 2 and 3; pink, blue, or white. Bournefield, 660 Fifth Ave., N. Y.

11. Baby quilt; new in nylon—washable, quick-drying, unshrinkable, warm, light, lint free. 36" x 50". Pink, blue, white, yellow, or mint green. \$14.95. Jane Engel, Madison at 79th St., N. Y.

12. "Grown-up" detail on a little cotton dress; maize or aquamarine. Sizes 1 to 3, \$7.95; 3 to 6x, \$8.95; 7 to 12, \$10.95. Denise, 516 Fifth Ave., N. Y.

13. Navy-blue maternity suit of rayon Palm Beach fabric.

\$19.95. Expectation Shops, 160 Geary St., San Francisco 8.

14. Handmade diaper shirt of white nainsook, piped in blue or yellow. \$4.50 inc. monogram. Gail Patrick's, 363 N. Rodeo Dr., Beverly Hills, Calif.

15. A pretty neckline on a dress to wear when entertaining at home.

Everglaze chambray, embroidered with white Angora. In mauve, blue, pink, charcoal. Sizes 10 to 16 only. \$16.95. Lane Bryant, 465 Fifth Ave., N. Y.

16. Matching bed jackets for mother (\$29.50) and baby (\$10.95).

Handmade of pale-pink, silk crêpe de Chine. Pied Piper, Scottsdale, Ariz.

17. Maternity suit of beige, crease-resistant rayon Shantung with black buttons and detachable black velvet collar. \$25. Maternity Shop of Boston, 537 Boylston St., Boston, Mass.

18. White-dotted yellow robe of Swiss Lanella (washable cotton and wool). Infant, 6 mo., 1 yr. sizes. \$16.95. L. Brogan, 30 E. 54th St., N. Y.



PHOTOGRAPHS BY  
HONEYMAN  
MIEHLMANN

...studies the birth rate



## High-Scale...High-Score



"Richmond"  
...the hand-sewn custom-welt elegante  
created exclusively for  
Henri Bendel by  
DeBusschere of Bruges  
...\$45.

Henri  
Bendel  
10 WEST 57  
NEW YORK 19 NY

In suede—black, navy and white  
...calf in black or radiant red.

**MATERNITY \$1 Postage  
BRIEFS ONLY 1 Paid**

Rayon tricot jersey panties with new elastic-weave pucker front that adjusts automatically to slightest figure change. Buy in quantities...for comfort now...light support after baby comes. Gardenia white. Small, medium, large.

**FREE** Write for Maternity Catalog. Mailed in Plain Envelope. Fashions created by top designers. Suits, dresses, sportswear. Corsets, bras, lingerie.

Satisfaction Guaranteed or Money Refunded  
ORDER BY MAIL FROM  
**Crawford's**  
Dept. 17 8015 Wornall Kansas City 14, Mo.



**Emme**

26 East 56th Street New York, N. Y.

**English  
Bone  
China**

**Figurines**

America's largest retail selection at lowest prices of open stock English Bone China. New dinnerware booklet will be sent on request.

**HERBERT S. MILLS**  
GORE PARK — HAMILTON, CANADA

it's ready... free, our  
new fashion magazine for  
mothers-to-be who want  
the latest fashions...  
who want to shop by mail.  
Send coupon for the  
spring issue.

**Page Boy**

—FASHIONS FOR MOTHERS-TO-BE—  
Dept N • 2033 Cedar Springs • Dallas  
please send \_\_\_\_\_ copies of the page boy  
magazine (no charge) to  
mrs. \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_ state \_\_\_\_\_

# VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

## Travel

### SHOESTRING TOURS, LTD.

Provides 8 weeks, June 17 to August 17, of education and entertainment roaming through France, Spain, Italy and Switzerland. Cost (16-22). Private buses, castles and inns. Rate \$995. Catalog. PROF. E. V. FOGG, WORCESTER ACADEMY, WORCESTER 4, MASS.

### CROW'S NEST

TRIPS TO EUROPE  
6th Summer—1953. Language teacher and French wife tour the big and little countries of Europe in private automobiles. All ages. D. R. HART, JR., THE GUNNERY, WASHINGTON, CONNECTICUT.

## Girls' Camps

### MOSS LAKE

Daily Riding. Excellent Sailing. Staff of nationally known experts. All-inclusive fee. Ages 8-10, 11-13, 14-19. Adirondack lake & preserve. Indoor playground. No ragweed. Brother camp and parent club 3 miles. DR. G. V. LONGSTAFF, JAMAICA 3, L. I., N. Y.

### CAMP COWASSET

Summer of fun for girls on Cape Cod. Four age groups. All salt water sports, sailing, swimming. Riding, archery, tennis, crafts, music, dancing, dramatics. Trips. Log cabins in pines. 38th yr. Catalog. BEATRICE V. HUNT, DIR., HOLBROOK, MASS.

### TEELA-WOOKET

The Horseback Camps of Vermont. Girls enjoy a glorious summer of riding and adventure! Water sports. Golf course. Tuition \$352-\$440. No extras. Complete outfit may be rented. MR. AND MRS. C. A. ROSS, 38 ORDWAY RD., WELLESLEY HILLS, MASS.

### PENKO

WINTHROP, MAINE  
Seventy girls 6-16. Horseback riding and water sports. Modern camp homes. Numerous trips. Many electives. Address: MR. & MRS. F. V. PENLEY, DIRECTORS, 76 NEWPORT AVE., WEST HARTFORD, CONN.

### PERRY-MANSFIELD

Steamboat Springs, Colorado. Western camps for girls 7 to 25 in four groups. Pack trips, swimming, tennis, drama, dance, art, Horsemanship & Counselor Training courses. College credits. PORTIA V. MANSFIELD, N. Y. classes & office, 15 W. 67 ST. SU 7-0193.

## Kiniyā

On a Bay of  
Lake  
Champlain  
in Vt.

For Girls 6-17. 35th season. Riding for every girl every day—wonderful trails—own stable. Sailing, swimming, canoeing, water skiing, archery, riflery, dramatics. Separate division for girls under 10.

Give age. Booklet:  
Mr. and Mrs. John J. Williams,  
Camp Kiniyā, Milton, Vermont

## brown ledge

Mallett's Bay, Vermont  
"One of America's finest camps." Free daily riding for every girl. Finest show horses, mounted lance drill, trail riding, jumping optional. Sailing, racing, tactics. Water skiing. Special acting group and theatre. Tennis, golf, riflery, archery, crafts, swimming, trips. 130 selected girls. One tuition covers all. Booklet. Give age. "Complete and different camp." CHRIS CRAFT  
Mr. and Mrs. H. E. Brown  
Box V-196  
Leicester, Mass. Aquaplaning

## Girls' Schools

### SOUTHERN SEMINARY

And Junior College. Accredited Jr. College & II. S. Blue Ridge Mts. of Virginia. Music, Art, Drama, Home Ec., Phys. Ed., Sec'l, Merchandising. Kindergarten Tr. Equitation. 87th Yr. MARGARET DURHAM ROBEY, PRES., BOX 102-V, BUENA VISTA, VA.

### THE BEARD SCHOOL

Fully accredited. Outstanding college preparation. Kindergarten through high school. Resident and Day. Separate lower school dormitory. Art, Dance, Dramatics. Music. Remedial Reading. Trips. Sports. EDITH M. SUTHERLAND, BOX 30, ORANGE, N. J.

## Boys' School

## NEW YORK MILITARY ACADEMY

THE SCHOOL OF DISTINCTION

Stresses development of character, poise and leadership in boys from grammar school to college entrance. High academic standards; individual attention. Small classes. All varsity sports. Motorized Artillery, Cavalry, Infantry, Band Scholarships available. R.O.T.C. Catalog.

36 Academy Ave., Cornwall-on-Hudson, N. Y.

## Retailing

### TOBE-COBURN

SCHOOL FOR FASHION CAREERS  
Merchandising, advertising, TV training. One year course requires 2 yrs. college, 2 yr. course for h.s. graduates has liberal arts. Store work with pay. Catalog A, 851 MADISON AVE., NEW YORK 21.



### RETAILING OFFERS REWARDING CAREERS

Retailing graduates have a choice of well-paying executive careers. Key positions in buying, advertising, fashion, personnel, management. One-year graduate program leads to Master's degree. Co-educational. Supervised experience—with pay—in leading New York stores. Market contacts. Programs also for undergraduates and special students in day or evening divisions.

WRITE FOR BULLETIN VF

### NEW YORK UNIVERSITY School of Retailing Washington Square, New York 3, N. Y.

## Hotel Training

### Hotels Call for Trained Women

Record-breaking travel and defense needs mean nationwide opportunities and a sound, substantial future for trained women in hotels, clubs, defense housing, officers', service clubs. Fascinating field; quick advancement. You can qualify at home, in leisure time. Previous experience proved unnecessary. Placement Service FREE of extra charge. Write for FREE book. Approved for ALL Veteran Training.

LEWIS HOTEL TRAINING SCHOOL  
Room WB-6212, Washington 7, D. C. 37th Year.

## Home Study

### LINGUAPHONE INSTITUTE

Learn a Language At Home quickly, easily. French, Spanish, German, Japanese, Russian—29 languages available by Linguaphone Conversational Method. Million home-study students. Write for free book now. LINGUAPHONE, 9302 MEZZ., ROCK, PLAZA, N.Y. 20.

## Fine & Applied Arts

### RAY-VOGUE

(No connection with Vogue Magazine)

Fashion Merchandising with Modeling, Buying, Dress Design, Millinery, Commercial Art, Interior Decoration, Fashion Illustration, Photography, Window Display, Coeducational. Individual advancement. Attractive residence for girls. For Entrance dates, write Registrar. Rm. 202—RAY-VOGUE SCHOOLS 750 NORTH MICHIGAN AVE., CHICAGO

## Fine & Applied Arts

### NEW YORK SCHOOL OF INTERIOR DESIGN

#### SUMMER SESSION SIX WEEKS' PRACTICAL COURSE

Starts July 6th. Faculty of leading decorators. Period and modern styles. Send for Catalog S. Home Study Course starts at once. For those who cannot come to New York. Send for Catalog C 895 Madison Avenue, New York 21, N. Y.

### TRAPHAGEN SCHOOL OF FASHION FOR RESULTS

Training Here Pays Life Dividends  
Intensive Spring, Summer and Fall Courses  
FASHION ART DESIGN CLOTHING CONSTRUCTION  
INTERIOR DECOR DISPLAY • COEDUCATIONAL  
Trade Methods in Minimum Time—Register Now  
Beginners & Advanced, Sketch, Illustration, Styling, Life, Draping, Pattern, Dressmaking, Day, Eve, Sat. Our Graduates in Demand! Junior Sat. A.M. Class. Free Placement Bur. Send for Cir I. Phone CO 5-2077  
TRAPHAGEN, 1680 Broadway (52 St.) N.Y. 19

Vogue maintains an information bureau for the benefit of its readers who would like help in the selection of a school. The service is gratis and we urge you to make full use of it. Write or telephone to: VOGUE'S SCHOOL BUREAU.



### FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES  
FASHION DESIGN • ILLUSTRATION • STYLING  
DRAPING • CLOTHES CONSTRUCTION • BUYING

Today the young woman with a well-trained fashion perspective and good style sense finds newer and greater opportunities. Intensive fashion training. Direction Mrs. EMIL ALVIN HARTMAN. Limited enrollment requires early reservation. Scholarships available. For resident enrollments request Book 4, Home Study Book 4H. 312 FIFTH AVENUE, NEW YORK 21 • TEMpleton 8-0440

## Which Camp This Summer?

Now is the time to look into camps so that you may register your child early in the place of your first choice. Directors of camps listed on this page will be happy to send you their catalogues and other descriptive material. If

you need further suggestions about summer programs, please fill in this coupon and mail it to: VOGUE'S CAMP BUREAU, 420 Lexington Avenue, New York 17, N. Y.—or feel free to telephone us at LExington 2-7500.

Name \_\_\_\_\_

Address \_\_\_\_\_

Daughter \_\_\_\_\_

Son \_\_\_\_\_

Age \_\_\_\_\_

Special interests \_\_\_\_\_

Type of program preferred (scheduled or informal) \_\_\_\_\_

Size of camp preferred \_\_\_\_\_

Location preferred \_\_\_\_\_

Approximate fee you wish to pay \_\_\_\_\_

Proposed entrance date \_\_\_\_\_

2-15-53

EMINENT CHILD DEVELOPMENT  
AUTHORITIES AGREE:

"Girls, of all ages, are always happier, seem to acquire new poise and self-confidence when they know that their clothes are properly fitted and styled in accordance with the accepted fashion of the moment."



Accepted by wise mothers for their superb fit, their exquisite fashioning, their excellent value.

Left: The Empire silhouette, in worsted check with embroidered linen collar and cuffs. In turquoise or red check. Sizes 1 to 4 with hat; 3 to 14, coat only. About \$25 to \$30.

Right: The classic gabardine Chesterfield with velveteen collar, in beige, copen, aqua, navy, red or lilac. Sizes 3 to 14, coat only. About \$20 to \$25.

Both styles feature Add-A-Year\* Hems that let out for an extra season of wear.

Matching hats for sizes 3 to 14 about \$4 to \$5.

At leading stores or write BAMBURY FASHIONS • 520 Eighth Avenue, New York 18, N.Y.



Lingerie by Vanity Fair

the  
hosiery  
with  
pastel tops...

*Hi-Jinks\**

How beguiling, how feminine!

Modeltex waves a magic wand of color...and presto  
your stocking tops delicately tone into your lingerie.

Be among the first to wear "Hi-Jinks". In exquisite 60 gauge or sandal seamless hose,  
admired for their texture, elasticity and sheer perfection.

In lovely Spring hosiery shades with Pink, Blue or White tops... \$1.95 pair.

*Modeltex*  
HOSEIERY

\*Reg. applied for

soft, smart, supple nylon mesh **sheers**

Here's Naturalizer famous fit and flexibility—plus the freedom afoot only a web-like nylon mesh can give. Plus the confidence of being in season with fashion. At your Naturalizer dealer, or write Naturalizer Division, Brown Shoe Company, St. Louis.

Shoes illustrated

**\$10 95**

Funsters, \$8.95 to \$9.95

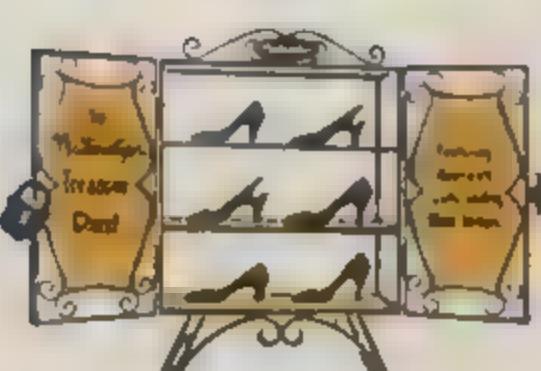
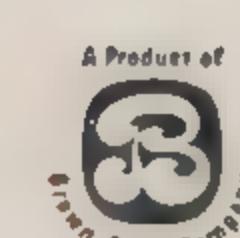
Other Styles, \$8.95 to \$12.95

Higher Denver West and Canada.



BROWN SHOE COMPANY DIAMOND JUBILEE 1878 • 1953

**Naturalizer**<sup>®</sup>  
THE SHOE WITH THE BEAUTIFUL FIT



Manufactured in CANADA by  
Perth Shoe Company, Ltd., Perth, Ontario

**DISCRIMINATING PEOPLE PREFER**

**HERBERT TAREYTON**



MR. BEVERIDGE J. ROCKEFELLER, JR., New York socialite and winter sports fan. Discriminating in his choice of cigarettes, Mr. Rockefeller says: "You can't beat Herbert Tareyton's cork tip and mild tobacco for real smoking pleasure."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



**THERE'S SOMETHING ABOUT THEM YOU'LL LIKE**

Copr., The American Tobacco Company

**AMERICAN VOGUE**

Editorial and Advertising Offices:  
420 Lexington Ave., New York 17, N.Y.  
Telephone—LEXINGTON 2-7500

**JESSICA DAVES**, *Editor-in-Chief*

*Art Director:*

**ALEXANDER LIBERMAN**

*Senior Editors:*

**BETTINA BALLARD**, *Fashion Editor*  
**ALLENE TALMEY**, *Feature Editor*  
**PRISCILLA PECK**, *Art Editor*  
**MARGARET CASE**

*Fashion Associates:*

**NICOLAS DE GUNZBURG**  
**MURIEL MAXWELL**  
**BABS SIMPSON**  
**CATHERINE McMANUS**  
**VIRGINIA THAW**  
**MARION SKERTEN**  
**BRIDGET TICHENOR**  
**MARILYN KARNES**  
**DESPINA MESSINESI**, *Shop Hound*  
**KATHRYNE HAYS**, *Shoes*

*Executive Editor:*

**MILDRED MORTON**

*Beauty Editor*

**EVELYN HAYNES**

*Feature Associates:*

**KATE LLOYD**  
**PEGGY TALBOTT**

*Hostess Editor:*

**ALISON BISGOOD**

*Copy Editor:*

**CAROL PHILLIPS**

*Associates:* **ELLEN McCOOLE**

**MAB WILSON**

*Contributing Editors:*

**MARY JEAN KEMPNER**  
**MILICENT FENWICK**  
**THOMAS W. PHIPPS**

*Copy Executive:*

**JEANNE BALLOT**

*Layout:*

**MARCEL GUILLAUME**  
**G. WOODFORD PRATT**  
**JACK MOGNAZ**

*Merchandising Service Editor:*

**KATHLEEN CASEY**

*Associate:* **MARGARET INGERSOLL**  
*Chicago:* **CONSTANCE WEBER**

*Business Manager:*

**C. B. VAN TASSEL**

*Advertising Manager:*

**WILLIAM C. STOWELL**

**BRITISH VOGUE**

37 GOLDEN SQUARE, LONDON W. 1  
Editor: **AUDREY WITHERS**  
Managing Director: **HARRY W. YOXALL**

**FRENCH VOGUE**

4 PLACE DU PALAIS BOURBON, PARIS 7  
Editor: **MICHEL DE BRUNHOFF**  
Managing Director: **PHILIPPE DE CROISSET**

**VOGUE IS PUBLISHED BY THE  
CONDÉ NAST PUBLICATIONS INC.**

President: **I. S. V.-PATCÉVITCH**  
Vice Pres. & Adv. Dir.: **FRANK F. SOULE**  
Vice Pres. and Treasurer: **BENJAMIN BOGIN**  
Secretary: **MARY E. CAMPBELL**  
Business Mgr.: **PERRY L. RUSTON**

COPYRIGHT 1953, THE CONDÉ NAST PUBLICATIONS INC. THE ENTIRE CONTENTS OF VOGUE INCORPORATING VANITY FAIR—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND COUNTRIES SIGNATORY TO THE BERN CONVENTION AND THE PAN AMERICAN CONVENTION. ALL RIGHTS RESERVED. TITLE VOGUE INCORPORATING VANITY FAIR REGISTERED IN U.S. PATENT OFFICE. VOGUE IS PUBLISHED SEMI-MONTHLY EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY, AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC. (ALSO PUBLISHERS OF BRITISH VOGUE, FRENCH VOGUE, HOUSE & GARDEN, BRITISH HOUSE & GARDEN, FRENCH HOUSE & GARDEN, GLAMOUR, VOGUE PATTERN BOOK.) EDITORIAL AND ADVERTISING OFFICES: 420 Lexington Avenue, New York 17, N.Y. EXECUTIVE AND PUBLISHING OFFICES: GREENWICH, CONN. SUBSCRIPTIONS \$7.50 A YEAR, \$12 FOR TWO YEARS, \$17 FOR THREE YEARS, PAYABLE IN ADVANCE, TO POINTS OUTSIDE CANADA, U.S.A., AND POSSESSIONS, \$15 PER YEAR. SINGLE COPIES FIFTY CENTS IN U.S. AND CANADA. \$1 ALL OTHER COUNTRIES. FOUR WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. IN ORDERING A CHANGE, WRITE TO VOGUE, GREENWICH, CONN.; GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST WRAPPER.

# VOGUE

INCORPORATING  
VANITY FAIR

*New York*

*Paris*

*London*

**I. S. V.-PATCÉVITCH**, *Publisher*

**EDNA WOOLMAN CHASE**, *Chairman of Editorial Board*



**COVER:** A statement, in capital letters, about hats this spring—hats are going to be decorative. This, in larger-than-life scale, is the John Frederics idea that started his whole series of silk chiffon rose hats in clear colours. Photographed at left, the actual one, all ready to appear at lunch with a new matchbox suit. This hat, also at Hutzler's; Hudson's; L. S. Ayres. Fresh spring make-up: green eyeshadow and burnished lipstick ("Lucky Penny"); both, Harriet Hubbard Ayer.

**FEBRUARY 15, 1953**

**FASHION**

- 59 **Vogue's eye view of the red and the black**
- 60-73 **Fashion-money's worth, this spring:**  
Pale-blue fleece coat  
White coat-dress; white poodle sweater  
Matchbox-suit costumes  
Time-in-mind clothes  
Habit-forming dresses  
The colour beige  
Assorted investments
- 74-77 **For spring: fine leather ahead**  
The capeskin jacket for dinner  
Leather bangles, new leather textures
- 78-85 **New hats—24 varieties**  
Feathers and flowers  
Raven-haired hats  
Lineny hats  
Shapelier hats
- 96-101 **Shoe News:**  
Softest shoe; sheerest stocking  
Newest operas  
Smartest browns
- 102-103 **Evening fashions; Paris beauties**
- 106-111 **Vogue Pattern wardrobe: everything in twos**
- 112-113 **The navy-blue dress with a by-line**
- 114-115 **Evening elegance: two phases**
- 116-117 **Spring's new lacy tweeds**
- 120-124 **Retouching the figure—new corsets**

**FEATURES • ARTICLES • PEOPLE**

- 86 **The Honourable Winthrop W. Aldrich**  
with Mrs. Aldrich
- 87 **Coronation Fever. By Nancy Pence Britton**
- 88 **Inauguration Eye-View**
- 89-93 **People Are Talking About ...**
- 94-95 **Conversation with Stravinsky.**  
By Aldous Huxley
- 102-103 **In Paris: Duchess of Montesquiou-Fezensac;**  
Mrs. Loel Guinness; Viscountess d'Harcourt;  
Madame Michel Carcano
- 104-105 **Westminster Dog Show. By Mary Jean Kempner**
- 115 **Mrs. John Pringle and her daughter Shawn**

**MEMO TO MEN**

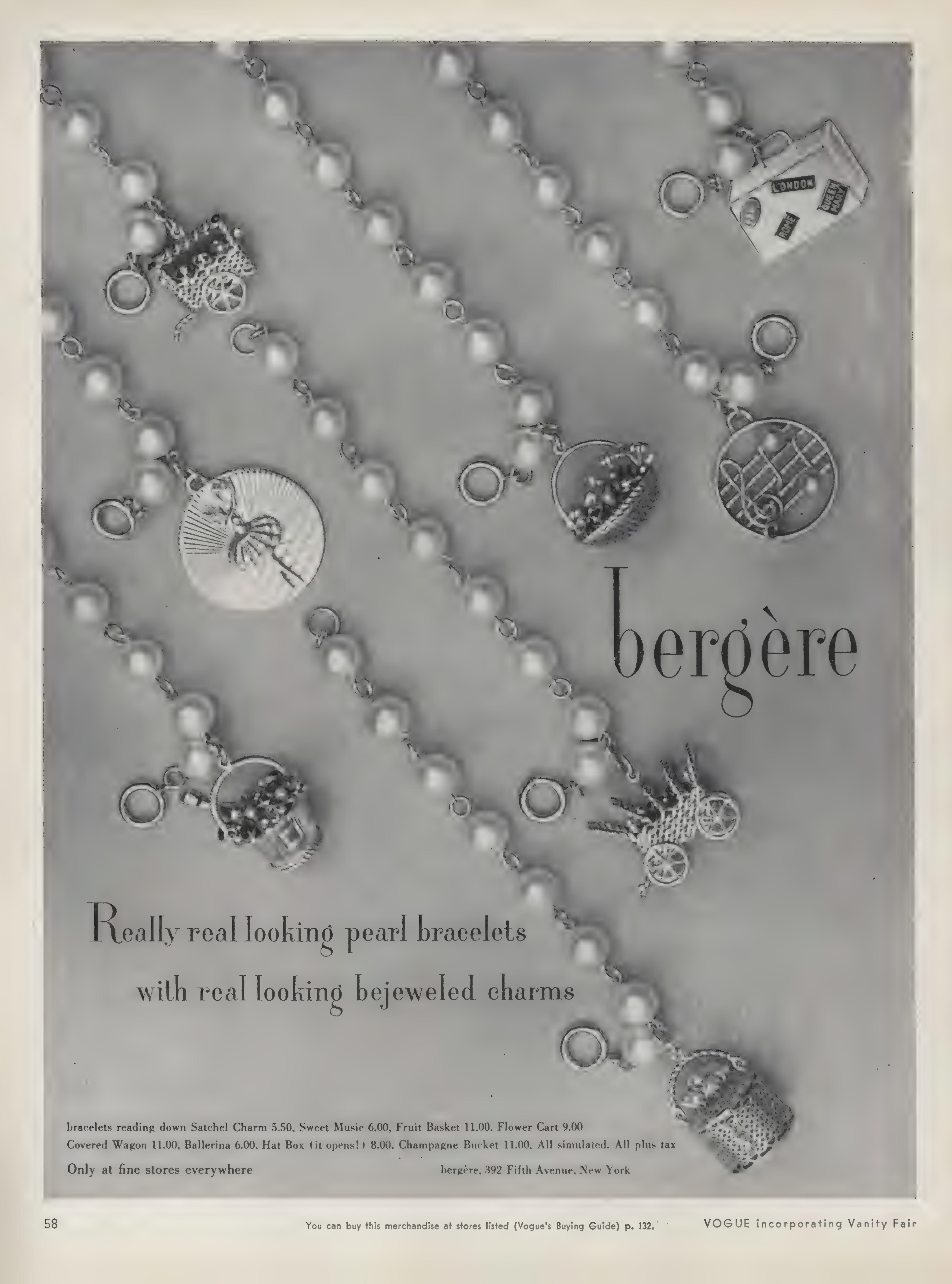
- 48-49 **The laceless shoe**

**BEAUTY**

- 46 **Discoveries in Beauty**
- 110 **With nasturtium colours: "Duchess Coral" lipstick**
- 118-119 **Discoveries in Beauty; powder-toned towels**

**DEPARTMENTS**

- 50-51 **Shop Hound**
- 52 **Vogue's School and Camp Directory**
- 132 **Vogue's Buying Guide**



bergère

Really real looking pearl bracelets  
with real looking bejeweled charms

bracelets reading down Satchel Charm 5.50, Sweet Music 6.00, Fruit Basket 11.00, Flower Cart 9.00  
Covered Wagon 11.00, Ballerina 6.00, Hat Box (it opens!) 8.00, Champagne Bucket 11.00. All simulated. All plus tax

Only at fine stores everywhere

bergère, 392 Fifth Avenue, New York

# Vogue's eye view of

## *the RED and the BLACK*

*(This is the bad, the debit, side of the fashion-ledger. We'd like it to be blank in every woman's books. Therefore, listed here, warned against here, some all-too-common entries.)*

\$45: alterations for five-year-old coat that proved unwearable (same old story), after all.

\$29.95: price of useful, plain black dress, so plain and utilitarian-looking it never seemed right for a thing.

\$6: accessories bought, fruitlessly and too frantically, in effort to make plain black dress a bit exciting.

\$80: suit worn three times only. The fashion magazines kept saying a new suit-silhouette was arriving; their advice, alas—unheeded.

\$.50: tip to the boy who picked up all the pearls that broke because not properly knotted and strung.

\$75: that all-wrong evening dress, charged up as a psychological mistake. (Memo: never shop in a drab, discontented mood; judgment's all out of kilter.)

\$13.65: those four wildly starchy lunches!—nothing fitted for weeks afterward.

*(This is the lovely, the credit, side of the fashion-ledger. We'd like it to be crowded, in every woman's books. Therefore, some suggested entries, good reading for self-improvement, copied from smart shoppers' accounts.)*

\$1.98: yard of taffeta that lined the skirt that seems never to "sit out."

\$90: late-day dress that seemed such an extravagance, but got so many compliments it was endlessly worn.

\$6 (including tip): spent for the haircut that made every hat of the season look right.

\$150: coat bought a minute before it came into fashion.

(Memo: good idea to get in on the ground-floor of a fashion—longer span of wear, that way.)

\$.10: for postage and handling, for exercise booklets. Wouldn't trade the figure that resulted for a billion times that much.

\$40: cost of controlling new figure via corsetry. What's more, being cut in the lines of the fashion silhouette, corset made wonderful groundwork for every suit and dress in the closet.

\$1.65: stockings of the right denier and gauge for day-long wear (30:51); gave the lie to the legend that nylons don't wear as long any more. If the stocking's the proper one for day-long wear, it wears as long or longer than.



# Fashion money:

## what can it buy this spring?

You can buy a coat that will cover you, any spring; a hat that will sit on your head, any spring; a dress that will allow you to go to the party, any spring. That isn't what this issue of *Vogue* is about. It's about money to be spent on fashion, on flattery—and if there's any better reason for buying clothes than the desire to look both smart and pretty, we've yet to hear it. Good news, then. This is a spring when fashion and prettiness are very good friends, and, what's more, in this particular issue of *Vogue* there's special emphasis on the beautiful price tag. For instance:

The fleece town coat in a pale colour. That's a must for the woman who wants to look her smartest and prettiest for 1953. Besides the lovely bloom of it (almost as good as a facial), pale fleece is an A-1 investment, being the fashion for evening now as well as for daytime, and pale colours being compatible to dark colours as well as light. Yours might be a pretty larkspur blue, like the coat opposite; or pink (smart as paint worn with a tangerine hat); or beige; or—white.

The suit that's a costume. This is the top spring look in suits, no matter what their price tags say. What makes a suit a costume? A jacket lined to match a blouse—very feminine, this look—and many jackets are lined this year (two such suits, each about \$60, pages 64-65).

The ensemble. Meaning dress-plus-coat, or skirt-plus-blouse-plus-jacket, with each piece able to stand alone. The practicality of *that* needs no explaining.

The pale dress. Every smart 1953 wardrobe ought to have one, and almost every wardrobe can afford one now, not only for reason of price but because of the new (and often washable) fabric contents. Pale dress we like best: the beige dress (wear with white accents).

The decorative hat. If a hat's just a plain little cup for the head, then it's not the smartest hat you can spend your spring money on. Look for texture, trimming, pattern, look at pages 78-85.

The interesting black shoe. The shoe you wear the most, made newly interesting by reason of the leather in it (glacé kidskin, say, or waxy-surfaced aniline calfskin, or leather as supple as fabric).

Other good ways to spend fashion money this spring: On a white poodle-cloth sweater, because it's an extra jacket that can decorate everything from evening dresses to bathing suits. On a sweater dress; this fashion, born last fall, is going to be a good fashion for a long time to come. On big hoop earrings and a haircut—hair cut on the short side, with petal edges; and when you're not wearing a hat, tie a black satin cord like a bandeau around the crown of your head. That's pretty, and the fashion's prettiness.

**\$50**  
FOR THE  
TOWN COAT OF PALE-  
BLUE FLEECE.

COAT BY SPORTLEIGH, DENIM BAG  
BY JANA; AT LORD & TAYLOR. THE  
COAT, ALSO HUDSON'S; HARZFIELD'S.  
HAT, A JOHN FREDERICKS CHARMER.



## White coat: fashion-money's worth

*Because:* it's got prettiness (just look) and smartness both—smartest coat for town, country, day, dinner, is the coat of a pale colour, and none's paler than white. *Above:* Chesterfield of white cotton-and-silk—a late-day coat that's as much dress as coat. A black velvet collar. *Opposite:* The short white coat—a poodle-cloth sweater to wear over any skirt you can name, even a bathing suit's skirt.

**\$100** FOR THE  
WHITE CHESTERFIELD.

IN BIANCHINI COTTON-AND-SILK; BY SPEC-TATOR LTD.; LORD & TAYLOR; NEIMAN-MARCUS.

**\$40** FOR THE  
WHITE POODLE SWEATER.

SWEATER, BY SWANSDOWN (ANGLO FABRIC);  
AT ALTMAN; HUTZLER'S; THE DAYTON CO. THE  
MOSELL EARRINGS ARE AT SAKS FIFTH AVENUE.  
THE GLOVES ARE BY FOWNES.





**\$60**

FOR THE  
TWEED SUIT-COSTUME.  
IN BOTH MISSES AND JUNIOR SIZES,  
BY BEN GAYNES. THIS, AND THE HAT  
(A JOHN FREDERICS CHARMER), AND  
THE VIOLETS BY FLOWER MODES: ALL,  
BONWIT TELLER. THE SUIT-COSTUME IS  
ALSO AT FROST BROS.: THE BROADWAY.

**\$50**

FOR THE  
JERSEY SUIT-COSTUME.  
SUIT-COSTUME, BY JOSELLI IN HELLER  
JERSEY: AT BENDEL'S YOUNG-TIMERS;  
FREDERICK & NELSON: THE BROADWAY.



### Suit costume: fashion-money's worth.

*Because:* given a prettily lined jacket and blouse to match, a suit's delectable—and top spring fashion. Each jacket here, excellent also over slim dark dresses.

*Above:* Bright pink jersey (suit news in itself). Blouse and lining of matchbox jacket: navy-blue and white surah.

*Opposite:* Matchbox suit in grey herringbone tweed. The jacket lining and blouse—black dots on yellow rayon.



**\$40**

FOR THE  
RUNABOUT JACKET.

BY DONNYBROOK IN WOOL-AND-  
CASHMERE. AT BENDEL'S YOUNG-  
TIMERS; ALSO, THE BROADWAY.



**\$55**

FOR THE  
TOWN-DAY SUIT:

BY CARLYE. IN JUNIOR SIZES, IT'S  
AT DE PINNA; ALSO MEIER & FRANK.

Time-in-mind  
clothes:  
spring-money's worth.

*Because:* because life is what it's like, a busy goings-on—these clothes are what they are. Designed to take you where you're going, looking your 1953 best. *Left, above:* Smart little runabout jacket, straight and of soft sand-coloured wool. *Left, below:* Town-day suit—deep sand cotton tweed; Shantung lining, blouse. *Right, above:* Late-day dress, an attractive matter of pale-grey ribbed cotton moire. *Right, below:* Busy-day separates, a skirt and blouse of sand-beige silk Shantung.

**\$13** FOR THE  
LATE-DAY DRESS.  
BY TABIN PICKER, BLOOMINGDALE'S.



**\$40** FOR THE  
SKIRT: \$18 FOR THE  
BLOUSE.  
BOTH WERE DESIGNED BY SLOAT, IN  
AMERICAN SILK MILLS FABRIC. AT:  
BERGDORF GOODMAN; L. S. AYRES.







**\$20**  
FOR THE  
SLENDER DARK DRESS.

BY L'AIGLON, IN RAYON ACETATE AND  
ACRILAN. DRESS, HANES STOCKINGS: LORD  
& TAYLOR. DRESS, ALSO AT: WOODWARD &  
LOTHROP; HUDSON'S.

**\$18**  
FOR THE  
WHITE SWEATER DRESS.

BY HENRY ROSENFELD, OF RAYON-AND-WOOL.  
THE DRESS: PECK & PECK; J. W. ROBINSON.  
THE BRACELETS ARE BY MONET, AT ALTMAN.

## Habit-forming dresses: fashion-money's worth...

*Because:* this is the kind of dress it's awfully easy to get addicted to. Both have an unfailingly young, easy look; both have a flattery that boosts morale.

*Above:* Slender navy-blue dress, skirt a series of slender pleats. Bonus paid off in prettiness: deep white piqué collar.

*Opposite:* That wonderful fashion, the sweater dress, here in white, dressed for evening with a black belt, bright jewels.



**\$32**

FOR THE  
SAND-BEIGE SUIT.

BY GRETA PLATTRY IN FOLKER FABRIC OF  
AVISCO RAYON-AND-COTTON. (SKIRT AND  
JACKET, \$24; COTTON BLOUSE, \$8) ALL:  
AT SAKS FIFTH; WOODWARD & LOTHROP.

**\$95**

FOR THE

SAND-BEIGE CHESTERFIELD.

BY JUDY 'N JILL IN JUNIOR SIZES, OF HELLER  
WORSTED JERSEY, WITH ASCOT, AT LORD & TAYLOR.

*Ricard*



## The colour beige: sound investment

*Because:* our artist's brush has put down on this paper the reason why. Here's the prettiest beige in an age, soft and sandy—and going to be a famous fashion, since this spring, what's smart is always pretty, too.

*Far left:* Sand-coloured skirt and jacket; and a sleeveless blouse in white (best foil for a sandy beige).

*Near left:* Chesterfield. It's sand, jersey sand. Once again, the white accent: the ascot of snowy satin.

*Right:* Ensemble (divisible, on occasion). Both sheath dress and sleeveless cardigan, of soft, white-sand wool, the jacket lined with black and white polka-dot chiffon.

**\$60**  
FOR THE

SAND-BEIGE ENSEMBLE.

THE OUTFIT SHOWN—IN JUNIOR SIZES—BY  
ANNE FOGARTY, OF WOOL-AND-RABBIT'S-HAIR  
JERSEY. ENSEMBLE AND BETMAR HAT: AT LORD  
& TAYLOR. ENSEMBLE, ALSO AT: FROST BROS.;  
J. P. ALLEN. THE BAG: BERGDORF GOODMAN.

1



**\$40** FOR THE  
BLACK COAT DRESS.  
BY AYWON, IN BURLINGTON  
CRÊPE WOVEN OF AVISCO  
RAYON-AND-CELANESE ACE-  
TATE AT SAKS FIFTH.

2



**\$40** FOR THE  
NAVY-BLUE COSTUME.  
BY AYWON, IN BURLINGTON  
CRÊPE AND HELLER JERSEY,  
AT: SAKS FIFTH AVENUE.

**\$80** FOR THE COAT;  
\$40 FOR THE DRESS.  
BY ANNE FOGARTY IN JUNIOR  
SIZES, ENSEMBLE, BELLE SHAR-  
MEER STOCKINGS, FUCHS GLOVES,  
NEWTON ELKIN SHOES: LORD &  
TAYLOR. THE ENSEMBLE, ALSO:  
HUTZLER'S; JOSEPH MAGNIN.

Assorted  
investments:  
four listed here.

*Because:* in fashion, as well as in finance, there's a wide choice of investments—here, a choice of four blue-chip stocks. *Opposite:* Over a tweed dress, a heavier herringbone Chesterfield, almost straight (no almosts about its fashion standing, however). The collar, of grey leather. 1. Black crêpe coat dress, tucked, faille-touched. Every other button: a rhinestone. 2. Navy-blue costume—a jersey box jacket over a simple dress of matching crêpe. 3. A dress all softness: the navy-blue crêpe, the crossed bodice, pleated skirt.

3



**\$18** FOR THE  
SOFT CRÊPE DRESS.  
BY DOROTHY HUBBS; THE CRÊPE,  
WOVEN BY MALLINSON OF RAYON  
AND ACETATE, BENDEL'S YOUNG-  
TIMERS; ALSO AT THALIMERS.





FOR SPRING:

*fine leather* AHEAD

Inventory of a smart wardrobe, spring, 1953:  
embroidered short white evening coat (capeskin).  
Pale-pink ribbon-embroidered  
dinner-at-home shirt (kidskin).  
White straw hat, one of the new middle-sized hats,  
with a shiny black ribbon (patent leather).  
Black wool crêpe dress with  
white collar and cuffs (kid-glove leather).  
New collection of bangle bracelets (pigskin)?  
That's right, pigskin). Newly-interesting  
black town shoes (glacé kidskin).  
That's a partial list, of course—but if  
we went on, leather names would probably crop up  
in the conversation again; and crop up  
very naturally. The way to all this  
was paved by two great successes in Vogue's  
recent past (as smart today as the day  
they first stopped the presses): the short leather  
town coat and the button-down shirt  
of white leather. Now for leather at its  
most luxurious to date:

EMBROIDERED LEATHER:

NEWEST DINNER JACKET

*Left:* This is leather, this shirt-jacket.  
Silky, pale-pink kidskin, ribbon-embroidered;  
worn here for a country dinner-at-home. By Samuel Roberts.  
\$80. Saks Fifth; Montaldo's; Neiman-Marcus.  
Patent leather shoes by Degas, \$12; Saks Fifth.  
Leather-leather-leather note: a rust-coloured leather  
blanket by Hermès covers the sofa. (This, at Lenthéric.)  
*Right:* Used as though it were ermine (could be worn  
over a ball dress), a white capeskin-finished lambskin  
jacket, embroidered in black, bright blue,  
and gold threads. By Leathermodes. \$60.  
From Altman; Wanamaker's, Phila.





## *leather* continued

Mysterious new jewel, at left?  
Solid pigskin, set in gilt, something  
never seen before this spring. Here, the leather  
looks quite like porcelain—chalk-white,  
smooth, clean, fresh. Cause for prediction:  
jewellers up to their elbows in leather.

Interesting new textures, at right?  
Generally speaking, they're enlightened leathers,  
the treatment, colouring, waxing,  
even pressing of leather having come to this—  
and this, beauty with a long future.

*Left:* Bangles of chalk-white pigskin circled with gilt.  
Bangle earrings, \$4\*; two-inch-wide bracelet, \$11\*; bangles  
wound with twisted gilt, \$7.50\* each. All by Bergère,  
Bonwit Teller; Neiman-Marcus; I. Magnin.

*Opposite page:* Photographic evidence of texture-news.

1. Calfskin, aniline-dyed and therefore translucent—news in beeswax brown. The bag, one of the frameless elongated shapes we'll be seeing. By Koret, \$70\*. Bergdorf Goodman.
2. Capeskin glove with a laced opening at the back.  
A Kislav glove, washable as hands. \$9 at Best's.
3. Snakeskin purse dyed bright pink. Room  
for Charga-Plates, Continental bills. By Enger Kress,  
\$12.50\*. Dale Fifth Ave.; ready March 1.
4. Grained cowhide travel bag, squarish in looks, soft in fact.  
Here, maple-coloured; \$65\*. By Coblenz. Saks Fifth.
5. Ostrich satchel with a gilt frame; lined with sheepskin.  
By Lucille, \$75\*. Bergdorf Goodman.
6. Pigskin glove in one of pigskin's ever-increasing colour-ranges—this, smoke grey. By Superb, \$12.50. Bergdorf Goodman.
7. Capeskin, shaved smooth, for a peplum belt of almond beige.  
Buttons, natural bone. By Bruno Originals, \$11. Henri Bendel.
8. Calfskin—beeswax brown—envelope bag. Flap closing stitched  
in white, satin lined. By Lennox, \$15\*. Lord & Taylor.
9. Pigskin gloves as short as gloves come—colour, hyacinth blue.  
Fake-pearl buttons. By Alexette Bacmo, \$7. Bloomingdale's.
10. Calfskin again—this time, navy-blue, aniline-dyed, translucent.  
The shape, the new softness (the more you put into this bag,  
the better it looks). By Koret, \$50\*. Lord & Taylor.
11. Doeskin-finished lambskin glove with rows of laced stitching  
at the back. By Kislav, \$16.50. Best's.
12. Alligator—entirely. Frame and everything, alligator-bound.  
By Lucille, \$125\*. Saks Fifth.
13. Cowhide, pressed into an alligator pattern: the bag,  
hand-luggage. By Shortrip, \$27.50\*. Altman.

\*PLUS TAX

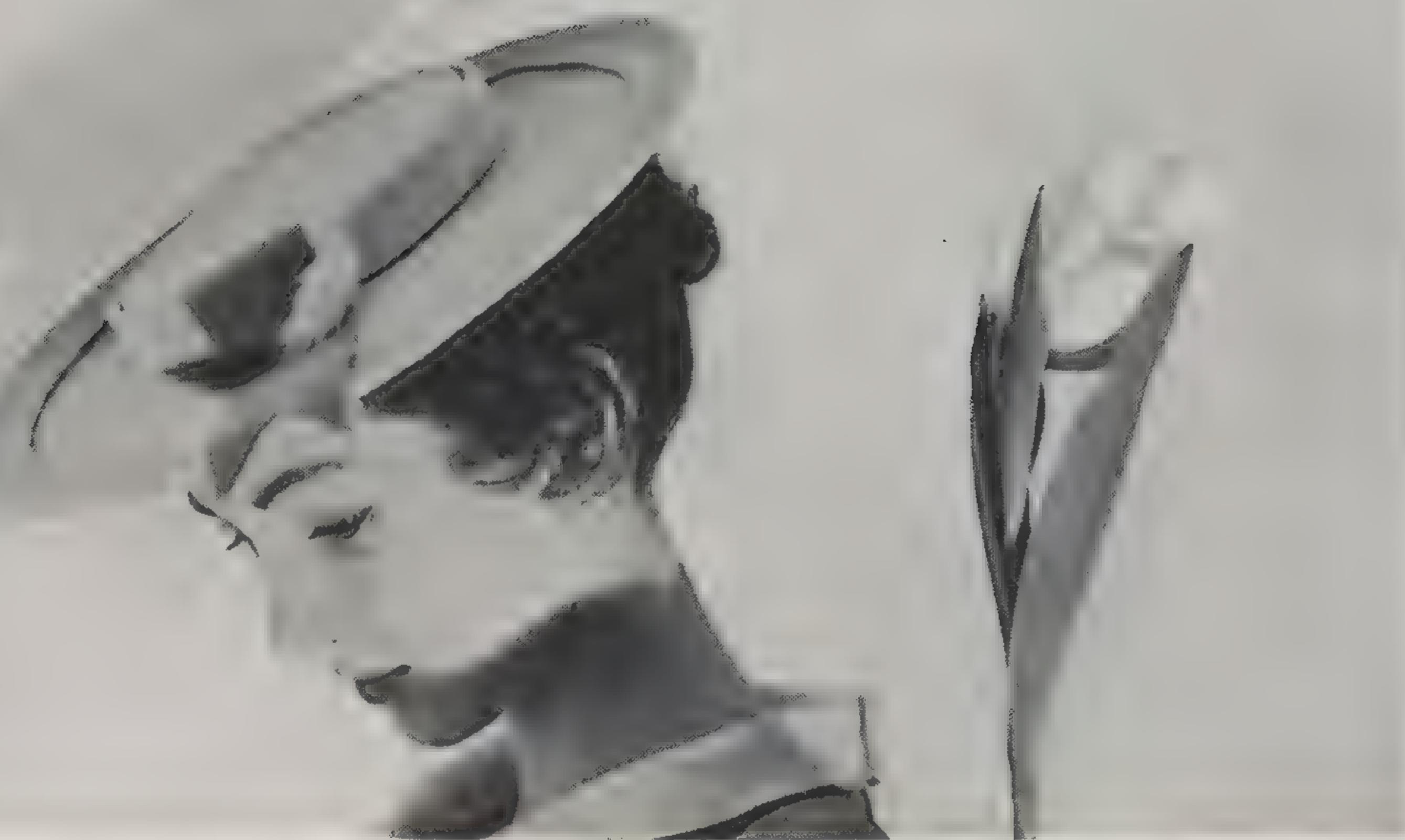
*Never before:*  
**LEATHER BANGLES**



*Never better:*  
LEATHER TEXTURES



1. **Ribbon-sashed roller.**  
Natural Milan, the ribbons, scarlet,  
navy-blue; to order  
at Bergdorf Goodman.



2. **Ermine-tailed sailor.**  
Mr. John's pale-sand straw;  
mauve velvet ribbon, little ermine tail.  
Also at I. Magnin.

## NEW HATS—24 SHOWN HERE

Announcement. Now we're going to have hats. Real hats—in the milliner's sense. Hats with flowers, with feathers, with wingspread, with new texture, new temperament, new shape, new allure. All that in one hat? No, and that's a point we want to bring up: the great variety among hats now means that the uniform hat is out—the plain little, same little hat that everyone wore everywhere with everything. Why the change? Not just because it's spring, but because it's the fashion; now that suits are simpler, skirts slenderer, and details fewer and farther between, there's room in the overall fashion picture for the decorative hat. For the woman whose hat-life has been almost without incident these last few seasons, this means a radical change—and one we think she'll welcome with open hatboxes. Notice: most of the hats on these pages are meant to be worn right through the day, starting out with suits.



3. **Rose-pierced beret.**  
Tatiana's ruby straw.  
Ready to wear, at Saks Fifth Avenue.

4. **Cherry-brimmed Breton.**  
Sally Victor's new leghorn.  
Also at Titche-Goettinger.  
Red wool jersey dress  
by Arnold-Fox,  
at Best's.

CECIL BEATON





5. Wreathed pillbox.

White silk chiffon  
surrounded with spring flowers.  
By Braagaard. Also at Montaldo's.



6. Feathered, checkered straw. One of Mr. John's new middle-sized hats.

Black and beige straw, black feather. Also at Neiman-Marcus.



7. Sailor, all lilies of the valley.

By Irene of New York; also at Wm. H. Block.



8. Feathered, flowered pillbox.

Sally Victor's bower: pressed flowers,  
olive feathered crest. Also at Famous-Barr.

Very much on the milliner's mind this spring—new placing of flowers, new timing of feathers, both of which come under the heading of spring's most important new-hat news: decoration. On these two pages, a meeting, apparently, of the decorations committee. Notice that with flowers or feathers (or both, as sometimes happens) even a small hat looks like more hat—another case of the "middle-sized" hat we're citing as this season's.

*HATS: FEATHERED  
AND FLOWERED*



9. Glossy, feathered beret.  
Mr. John's shiny brown straw; pheasant feather.



10. Straw beret, feather curl.  
By Gladys & Belle at Bonwit Teller.



11. Straw bowler, fake aigrette. From John Frederics, Peruvian-prompted hat,  
the feather wreath shading from saffron to cinnamon. Also at Hudson's.

CECIL BEATON

Contributors to these two pages: all the milliners in town, really. They're all doing some form of the hat we're calling the raven-haired beauty, a glossy-black, carefully-coiffed hat meant especially for the black-and-white tweeds (but able, it so happens, to be an all-day hat, sometimes up to and including a theatre hat). Another thing they're all doing: taking up linen's grainy, flaxen, immaculate texture, whether the material's actually straw, silk, cotton, or linen.



#### RAVEN-HAIRED HATS

12. Raven-haired half-hat.  
Ciré straw leaves, by Brandt. At Best's; Frost Bros.



13. Raven-haired beret. Lacquered straw by Alfreda, at Saks Fifth; Sakowitz.

CECIL BEATON



14. Lineny, jewelled pillbox.

Taupe Shantung by Hattie Carnegie. Also at the Dayton Co.



15. Linen-straw beret.

Mr. John's tied beret; pale sand. Also at Marshall Field.



16. Straw roller, lineny weave.

Hattie Carnegie's pink straw, straw-sashed. Also at Garfinckel's; I. Magnin.

### L I N E N Y H A T S

17. Ruby linen straw.

Hattie Carnegie's turban.





**18. Bonnet, short-curved brim.**

White toyo, navy-blue velvet. By Miriam Lewis;  
Gunther Jaeckel.



**19. Bonnet, shaping into wings.** Plaid coarse straw—watch for plaid, it's the new spring pattern. Hat to order, Bergdorf Goodman.

**20. Sailor, full tilt.** Tatiana's straw tweed, black and white;  
white grosgrain bow. Ready to wear, Saks Fifth.

**HATS: GROWING SHAPELIER**





21. Breton with streamers. One of Sally Victor's new leghorns for grown-ups.



22. Cartwheel, shaped shadow. Lilly Daché's black horsehair hat, patent leather band. Also at Filene's.



23. Middle-sized sailor. White straw faced with navy-blue velvet, by Harryson. Daisy earrings by Marvella. Both at Henri Bendel. Hat also at Carson Pirie Scott.



24. Cloche, feathered. Tatiana's pale-sand straw; lemon ribbons; down-swept quills. Ready to wear, Saks Fifth.



The new American Ambassador to the Court of St. James's,  
THE HONOURABLE WINTHROP W. ALDRICH WITH MRS. ALDRICH

Ambassador and Mrs. Aldrich are leaving their New York apartment with its mandarin-yellow-and-white drawing room for the American Embassy in London. (In the background of this photograph hangs a portrait by Lydia Field Emmet of the four Aldrich daughters, now Mrs. Robert Homans, Mrs. Edgar Bering, junior, Mrs. David W. Devens, and Mrs. J. Woodward Redmond; their brother, Alexander, is at Harvard Law School.) A gay, vigorous woman with charm, Mrs. Aldrich has for over twenty-five years worked for a score of causes. Until this new honour, Ambassador Aldrich, who screens a shrewd Yankee mind flicked with humour behind forthright sociability, was Chairman of the Board of Directors of The Chase National Bank. A man of hobbies, he is one of the country's great yachtsmen, and a week-end painter, thus holding a holiday bond with those two other practising painters, President Dwight Eisenhower and Prime Minister Winston Churchill.

# CORONATION FEVER

BY NANCY PENCE BRITTON

**O**ne thing everyone in England sees clearly, through the rains and fog, is the Coronation, a bright picture at the small end of the telescope, something to warm the heart on a cold day. From Land's End to Westminster, all of England has broken out in an epidemic of Coronation fever. Britannia is as busy as the Mother of the Bride.

In their retirement, members of the Old Soldiers' Club have made tin soldiers of all the Queen's regiments, accurate to the last detail. Carter's and the other seed merchants prepared packets of red, white, and blue sweet peas and anemones, and when every red, white, and blue flower in England had been bought up, the B.B.C. gardening bureau soothingly told its frantic listeners that there were plenty of gold and purple flowers about and these were royal colours, too.

Tobacconists display Coronation tobacco pouches. Stationers show Coronation calendars. Rowntree's offers canisters of chocolate biscuits decorated with the Queen's portrait, in exchange for cocoa labels. Woolworth's early sold out of Coronation pencils, printed with all the sovereigns of England and their dates. A place called Harden's dreamed up porcelain doorknobs hand-painted with the Queen's cypher. Mazda Lamps sports a huge billboard picturing what types of lighting were in use under all the monarchs of England, starting with Alfred (the Cakes) in 871 A.D. *The Star* ran a daily best-selling serial giving cosy tidbits and Royal human interest stories about all previous Coronations; and "Peterborough," the chatty column in the middle page of the *Telegraph*, usually starts with some fresh morsel from the Coronation Committee. Coronation goblets were approved by the Committee, for one thing—clear glass, etched with the Crown, and with red, white, and blue spiral threads in the stem.

Coronet pillbox hats have turned up everywhere. The Queen and Princess Margaret attended a fashion show, and the press instantly hinted that each of the "First Eleven" fashion houses was to design a gown for the Queen's many public duties during Coronation year. Doing them one better, the Musicians' Benevolent Fund announced on St. Cecilia's Day, that twelve leading British composers would commemorate the Coronation by each writing an *a cappella* work to a poem of his own choice. Life for the Queen was going to be just like "A Partridge in a Pear Tree."

Work started on the Coronation stands in the Mall. Mr. Eccles, the Minister of Works, said that there would be about 100,000 seats in the Ministry stands along the whole route, and that about a third of those would go to Commonwealth visitors, many of whom he hoped to place in Parliament Square in special stalls "of a grand design" decorated with Commonwealth emblems and flowers to be flown from overseas. He said he had also arranged with the Duke of Wellington for a stand to be put up in the garden of Apsley House at Hyde Park Corner, and that would make more room still.

Five tons of new carpet were ordered for Westminster Abbey (two shades of blue along the nave and past the choir, and gold for the Coronation Theatre). The Ministry of Works said it would cost £6,600, but they hoped to get this back when they resold it afterwards.

A burglar alarm has been fitted to the famous Coronation Stone, and Scotland Yard is standing by.

A new £50,000 annex has been planned at the entrance to the Abbey. Modern in design, with a transparent blue roof, it will be decorated on the west end with six-foot figures of the Queen's Beasts: the Lion of England, the Unicorn of Scotland, the Falcon of the Plantagenets, the Griffon of Edward III, the Bull of Clarence, the White Lion of Mortimer, the Greyhound and the Dragon of the Tudors, the Yale of the Beauforts, and the White Horse of Hanover. "These are great fun," said Mr. Eccles. "It is to be hoped that they will have expressions of fierce loyalty on their aristocratic faces." The Yale caused quite a flurry in the press, with pictures; it seems it is a fabulous beast with horns and tusks, perhaps the two-horned rhinoceros.

*(Continued on page 125)*

# INAUGURATION

## YE-VIEW

The laughing faces of Dwight D. Eisenhower and Harry S. Truman, riding to the Capitol in an open car, followed by the glowering secret service men, standing up on running boards, their heads swivelling slowly, like naval guns, scanning the crowds.... The small, set but happy face of ex-President Herbert Hoover when the crowds suddenly roared at him.... The tears rolling down the faces of the audience at the ceremony.... The people in restaurants who listened to the regular beat of President Eisenhower's voice during his Inaugural speech, and kept right on eating. The large man with gold-rimmed glasses and a white ear mechanism who finally said, between two bites of green apple pie, "We've got a new President."

At the parade, the smiling, experienced dignity of President Eisenhower, a blue-coated figure, sometimes bareheaded, sometimes wearing his black Homburg, standing against a white column of the reviewing stand; at a similar column, young Vice-President Nixon, wiggling, whispering, waving at friends in cars or in the stands, always two beats behind the President in taking the salutes from the marchers.... The woman, intoxicated only with emotion, who cried out: "Don't you *admire* America?".... The motor procession of new administration brains, and the girl who said impatiently: "Everyone looks like Dulles.".... The gags and the history.... The flare of laughter at the Missouri float, with its six pretty girls in evening clothes, all wearing mink.... The constant circus wave of colour down the avenue—red, yellow, Kelly green, all the gaiety of America.... The dash of the Richmond Blues in their uniforms, bright with silver braid, their white-cock-feathered hats smart in the breeze.

The West Pointers in close drill, a long undulating roll, and later the Midshipmen, a longer undulating roll; the brilliant flags of the colour guards, the troops from Korea, their disciplined coordination as beautiful as a fine machine.... Horsemen from all over the country, in varicoloured local regalia, riding as many as twenty-two abreast, some of them on palominos, some on shining black horses.... The rather tiresome outpouring of drum majorettes in satin.... The tactless man who said as the generous parade wore on: "Too often and too much.".... The unequal applause for the auto-riding governors who somehow managed to look as though they were members of the same family; the general cheers, and the spontaneous rising of everyone in the Presidential stand, when Governor Thomas E. Dewey and Mrs. Dewey rode by.

The dreadful music—with no bands playing—of the great brown tanks and the anti-aircraft ordnance, the low pound of their treads vibrating in the watchers' ears; at the dark gun turrets, khakied soldiers, a flash of yellow in their mufflers, and their yellow gloves raised in salute to the President.

The two great Inaugural Balls filled with celebrators, there to stare at each other, proud of being there to see what happened and then noting, with not even disappointment, that nothing happened.... The ticket takers who forgot to take the pale-blue tickets for which people had waited in line sometimes for three hours.... The superbly executed traffic jam, leading to the Georgetown Ball. The pretty women who pulled their evening skirts into a frontal clump, leaving cars and cabs at the foot of the hill, and climbed the rest of the way in the bright, cold night. The cop who offered to lead a group to the top, then like an Alpine guide, waited for the stragglers to catch up.

The day and the night had just enough spontaneous confusion to keep the Inauguration from too glib a polish—it also had an atmosphere of expectancy, generosity, and warmth, which underlined, without sentimental emphasis, this statement in the Inaugural talk: "For this truth must be clear before us: whatever America hopes to bring to pass in the world must first come to pass in the heart of America."

# PEOPLE ARE TALKING ABOUT...

**P**eople are talking about... Taxes, unabridged edition.... Thirty minutes of despotism in *The Hoaxters*, Dore Schary's documentary film of the "I"-boys from *Il Duce* to Stalin, strategically edited from old news reels.... The explosive new cocktail with a vodka base called an Old Fissioned.... Rouault's great pensive, glowing art in paintings, prints, ceramics, tapestries, and especially enamels which have never before been shown; the exhibit, now at the Cleveland Museum of Art, moves to New York's Museum of Modern Art on April 1.... A French song, "Avril au Portugal," catchy, sweet, and dolorous in the manner of "La Vie en Rose."... Ruth Park's violent, motherly, ribald novel, *The Witch's Thorn*, full of intriguing addenda about New Zealand, like the geyser which erupted punctually until "some interfering fool fed it a dozen bars of soap, and it went off sidewise an hour before its time."

**P**eople are talking about... Edith Evans, looped in feathers, veils, and jet, in the English film, *The Importance of Being Earnest*, richly rolling off "Style largely depends on the way the chin is worn."... The non-stop heroics of tennis battles between Jack Kramer and Frank Sedgman.... A gem among TV plays, *Keep Your Head Up, Mr. Putnam!*, in which young Peter Putnam's non-tragic adaptation to sudden and permanent blindness came through without suds of pity; its effect gaining immeasurably by the appearance at the program's end of Mr. Putnam and his wife, with an endearing plug for his book, *Keep Your Head Up, Mr. Putnam!*... An official rouser, "The Army's Always There," now on trial as the Army theme song.... *Merely Colossal*, a funny, hair-down history of the movie industry, by Arthur Mayer, who, steaming with whole truths, remembers that "The wages of sin are frequently high profits."

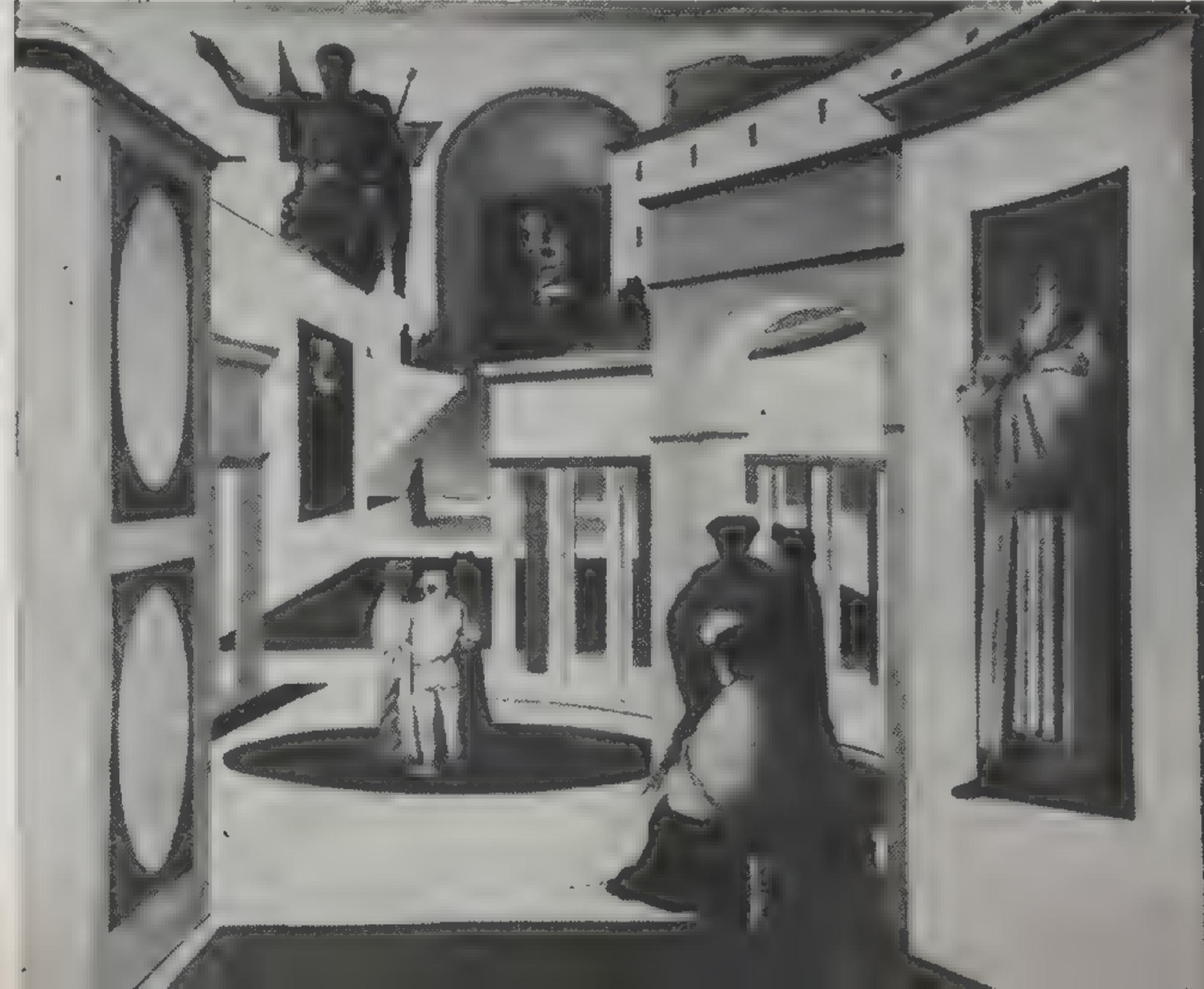
**P**eople are talking about... "Beazles," rakish, stylized hobby horses of dowels, raffia, bicycle tape, and two bright bows, made and sold (for 45c) by nine-year-old Cynthia Gould of Lenox, Massachusetts.... Richard Rodgers' music, always melodic, often rolling, occasionally with a touch of Debussy, and sometimes of Sousa, and superbly orchestrated by Robert Russell Bennett, for the NBC-TV program, *Victory at Sea*, which gets better as it goes along.... The bottled force of Miori's sculptural sanguine or blue paintings in the Italian's first American exhibit, now at Pittsburgh's new art-minded Carlton House.... Fosco Maraini's eye-view of far places in his book, *Secret Tibet*, and the exquisite daughter of the Tibetan Maharajah of Sikkim, Princess Pemá Chöki, who has never been out of Asia, wears high-heeled French shoes, speaks excellent English, recites Buddhist poetry, believes in black magic, and "reads *Life*, *Vogue* and the *Reader's Digest*."

**P**eople are talking about... An inside installment-story of the mind, *What Makes You Tick?*, the series of lectures of notable neurologists and educators just started at the Town Hall in New York.... The five major points of the new movie, *Moulin Rouge*; the exquisite, veiled, colour photography worked out by Eliot Elisofon; the cheap mishandling of the well-known facts of Toulouse-Lautrec's life; the extraordinary can-can dancing of Katharine Kath as *La Goulue*, the Greedy; the beauty of Zsa Zsa Gabor as Jane Avril; and finally the delicious costumes designed by Marcel Vertès.... A mutter overheard from a three-year-old: "I'm going to put some dishes in the dishwasher and turn it to Channel 9."... *The Second Happiest Day* by John Phillips who has written a sharp novel that deals quite simply and with more than enough facts with young people—allowing Phillips, who is actually John P. Marquand, junior, to show his true story-telling ability, to write with heart and with wit, a double difficulty.



# PEOPLE ARE TALKING ABOUT...

MINIATURE MASTERPIECES OF S.S. "ANDREA DORIA," *below*  
On the Italian Line's 30,000-ton S.S. *Andrea Doria*, largest and fastest vessel built in post-war Europe, is the wittiest of modern ship décors—murals by Salvatore Fiume. In an architectural setting, based partly on the Renaissance master, Piero della Francesca, and partly on the soundless vistas by the modern Giorgio di Chirico, Fiume has placed miniature reproductions of almost every three-star Baedeker masterpiece of Italian art. Among the masterpieces, from left to right: *Panel 1*: the statues, equestrian Marcus Aurelius, and Michelangelo's "Moses"; under the porch, Leonardo's cartoon for "The Holy Family"; right, "Lorenzo de Medici," by Ghirlandaio. *Panel 2*: statue of Augustus Caesar, top left; next, Raphael's "Granduca Madonna"; Leonardo, in niche. *Panel 3*: statue of Petrarch; in the arch, Cellini's statue, "Perseus"; below it, Leonardo's "Mona Lisa," admired by Napoleon and Josephine.





ARTHUR KENNEDY, *above*

In *The Crucible*, Arthur Miller's grieved and driving new play, Arthur Kennedy acts, in black, white, and many greys, a young man caught in the Salem witch hunt. Brewing this monumental pot of hysteria is a spite-ridden girl. The play's infuriating strength lies in the fact that stirring her brew are men of brain and experience, among them the Colony's Deputy Governor, played with appalling intelligence by Walter Hampden.



DICK BUTTON, *below*

Spasmodically, twenty-three-year-old Dick Button is sparking the *Ice Capades*—spasmodically because, as a first-year student at Harvard Law School, he skates with the show only on holidays and vacations. To the unrestrained elegance of his performance, he brings his own elegant look, a tall, dark, and clean-cut handsomeness. In his straw hat, black trousers, and black sequinned jacket, he sweeps the full range of a rink on a glitter of speed with free-flung spins, spread eagles, flying splits, and Button-camels. His authority and confidence are well-founded; at eighteen, as the first American to win the Olympic men's figure-skating title, he glided in with the highest point total ever made until he topped his own score in 1952. In sum, he is the first person to have tucked away all possible figure-skating championships, including the North American, U. S. National, Olympic, European, World.





LILLI PALMER, THE "LOVE OF FOUR COLONELS," *left*



In *The Love of Four Colonels*, an amusing, intelligent comedy which occasionally faints away as though the blood had left its brain, Lilli Palmer and Rex Harrison have their chance to be enormously theatrical. (The author, Peter Ustinov, is a thorough man-of-the-theatre: writer, actor, director.) At the left, Miss Palmer, looking like a vision, as she appears in four parody charades of the sleeping beauty, each man's ideal. Top, a French colonel's Molière cocotte; below, a Soviet colonel's Chekhovian heroine, a British colonel's Shakespearean doll; last, an American colonel's red-haired moll.



LES PAUL AND MARY FORD, *below*

Les Paul and his wife, Mary Ford, blend the electric guitar and song into such a lilting bouillabaisse of music that four of their records, "How High the Moon," "Mockin' Bird Hill," "Tennessee Waltz," and "The World Is Waiting for the Sunrise" have sold over a million copies apiece. Their records are dazzlers of aural illusion. Although Mary Ford is lone vocalist and Les Paul the sole guitarist, it sounds as though there were half a dozen of each of them, Mary singing anywhere up to twelve dubbed-in parts, and Les dubbing harmony on harmony. It's all done with tape recordings.

An open, friendly man of thirty-seven, whose words come in a sort of muffled tumble, Les Paul is a gentle philosopher with strong thoughts simply told, has a working knowledge of fate. He broke his back, pelvis, six ribs, and both shoulders in an automobile accident in 1947. After his arm had been released from a year and a half in traction, he decided: "I've wasted enough time—I ain't gonna practice, I'm just gonna play." (Previously, he had recorded with Bing Crosby and the Andrews Sisters.) In August of 1950, with his calm, pretty wife, he tested his weak-arm playing at his father's tavern in Wisconsin; then, for a weekly \$100 each, they played in California. Two years later, the Pauls made \$18,000 a week in Chicago. At London's Palladium, the White House of the entertainment world, Les Paul said, "The audience reacted like you'd poured kerosene on them."



FRED FEHL



## People are talking about... *continued*

DOISNEAU



LILO, *above*

Small, blond, with pretty legs and the voice of an ingénue just out of an orphanage, Lilo, "the new Mistinguett" in Paris, will star soon in Cole Porter's new musical, *Can-Can*, in New York, as a high-kicking laundress. Like Mistinguett, she sings, dances, acts, has a fine, broad sense of custard-pie comedy.

RICHARD BURTON, *right*

A handsome, glowering young British actor with a Heathcliff-like charm, Richard Burton, recently talked about for an Academy Award for his work in *My Cousin Rachel*, his first American movie, is Hollywood's newest hot star. The son of a Welsh coal-miner, he has acted in England since he was sixteen.

JEAN HOWARD



LIDA MOSER



# Conversation with STRAVINSKY

BY ALDOUS HUXLEY

**EDITOR'S NOTE:** A writer whose own "special gift" sometimes seems "in the highest degree mysterious and inexplicable," Mr. Huxley is the author of *Point Counter Point*, *Brave New World*, *Eyeless in Gaza*. His latest book, *The Devils of Loudun*, is about witchcraft in seventeenth-century France.

It is a smallish house built on a terrace scooped out of the side of a hill, and approached by steps that climb through a precipitous garden from the street below. A house with the easy, unpretentious charm of Californian architecture, when it strikes the happy mean between the excessively Spanish and the inordinately functional, between the dark Andalusian cavern on the one hand and, on the other, the tool shed with plate-glass sides. Its windows are large, but not too large. They admit plenty of light, but keep the outside out, where it belongs, and make possible that intimately private life, which so many mod-

ern architects seem to regard as morally reprehensible.

And what a pleasant, what a highly civilized privacy one finds behind those windows. Picassos on the walls, books on the shelves, volumes of reproductions on the tables, furniture and ornaments that bear witness to the good taste and lively imagination of the mistress of the house, and in a small crowded room at the end of a passage, a piano, a library of musical scores, a writing table. In this little room and at that table were composed three of the most notable works of our time—the *Symphony in Three Movements*, the *Mass for Mixed Voices and Double Wind Quintet*, and *The Rake's Progress*.

To those who do not share it, a special gift must always seem in the highest degree mysterious and inexplicable. What does it actually feel like to think in terms of melodies and harmonic



progressions? What precisely goes on in the mind of someone who responds to experience with *The Musical Offering*, for example, or *The Symphony of Psalms*? As one who is merely a listener, not in the least a composer, I find it hard indeed to imagine. Hence the pleasure I always find in reading the books, or listening to the talk, of a musician at once as eminent in his own field as Stravinsky and so articulate, at the same time, in the field of verbal expression.

A gift for being intelligent and intelligible in terms of words has by no means invariably accompanied the gift for being intelligent and intelligible in terms of sounds. Indeed, some of the greatest musicians have been remarkably uninteresting as writers.

Conversely some of the most gifted literary men among the composers—Berlioz, for example, and Wagner—have allowed their literature to get into their music, with disquieting and even disastrous results. Stravinsky is one of those happy amphibians who is at home on the dry land of words as well as in the ocean of music, and whose prowess ashore has never spoiled him as a swimmer. His *Poétique Musicale* is a most excellent and rewarding book; and his conversation combines that

book's lucidity with a liveliness and a range of digression which he does not permit himself in his writings.

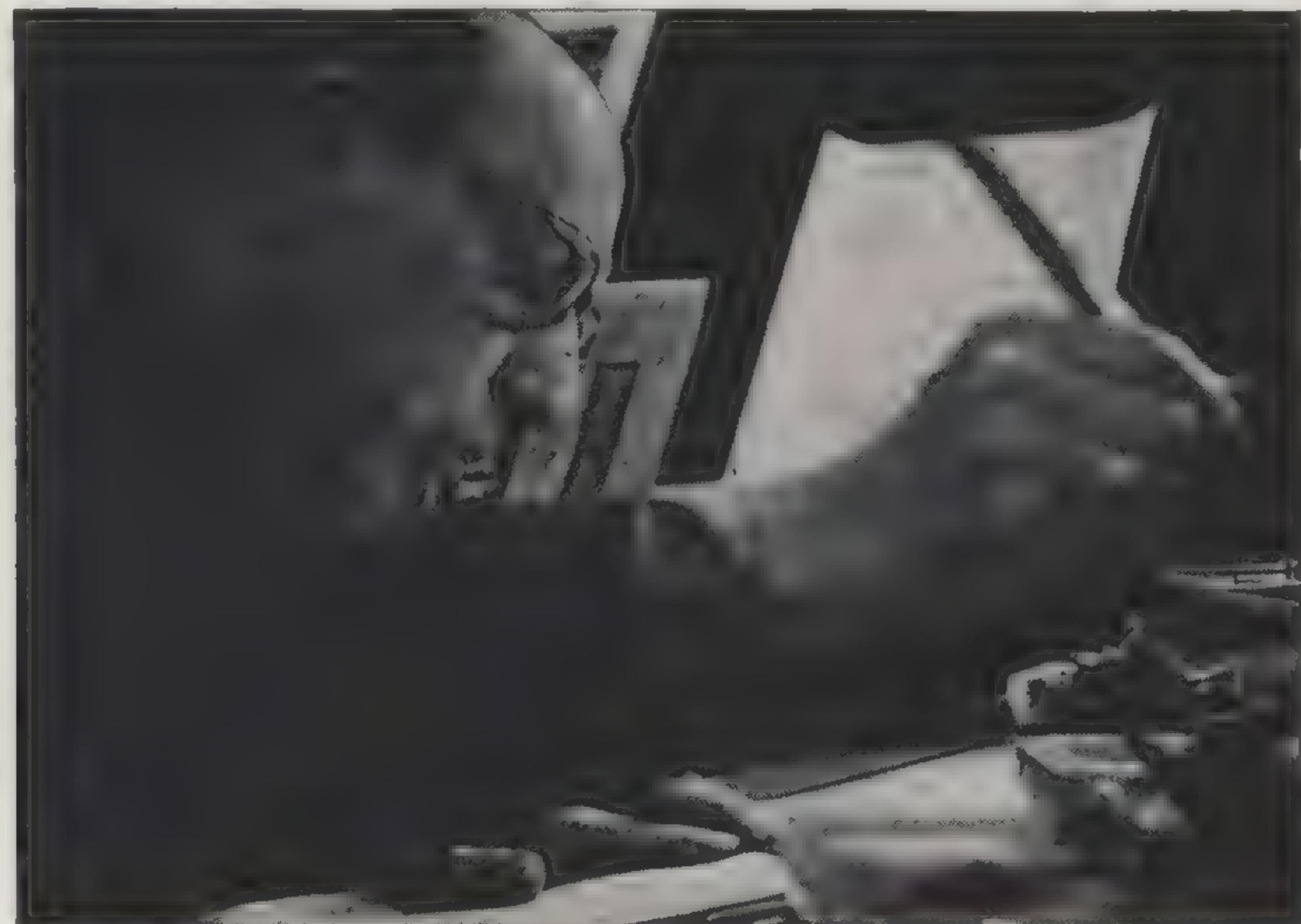
Good in English, better in French and, presumably, best of all in Russian, Stravinsky's talk has a curious and fascinating quality all its own. One begins, for example, with a discussion of aesthetics and the problems of expression—problems in regard to which Stravinsky has decided and austere classical views. From abstractions one passes in due course to the particular case and the concrete example—to the technique of writing canons for voice and instruments; to the superiority of the chaste *viola da gamba* over the all too expressive cello; to the agreeably acid tone of the *flûte à bec*, as used in the days of Johann Sebastian Bach.

Then the talk takes a literary turn, and we pass from Tolstoi (whom Stravinsky does not greatly admire) to Dostoevski (whom he does) to Rozanov and Shestov, and from Gide on Chopin to the musical bad taste of Marcel Proust. And this brings us back, inevitably, to the theme of themes—to music. Music of the past, music of the present, music as it will be in the future, when rising costs have finally abolished the Wagnerian orchestra and composers must write (Continued on page 127)

Stravinsky at work in his study, a small room crowded with piano, desk, a library of musical scores.

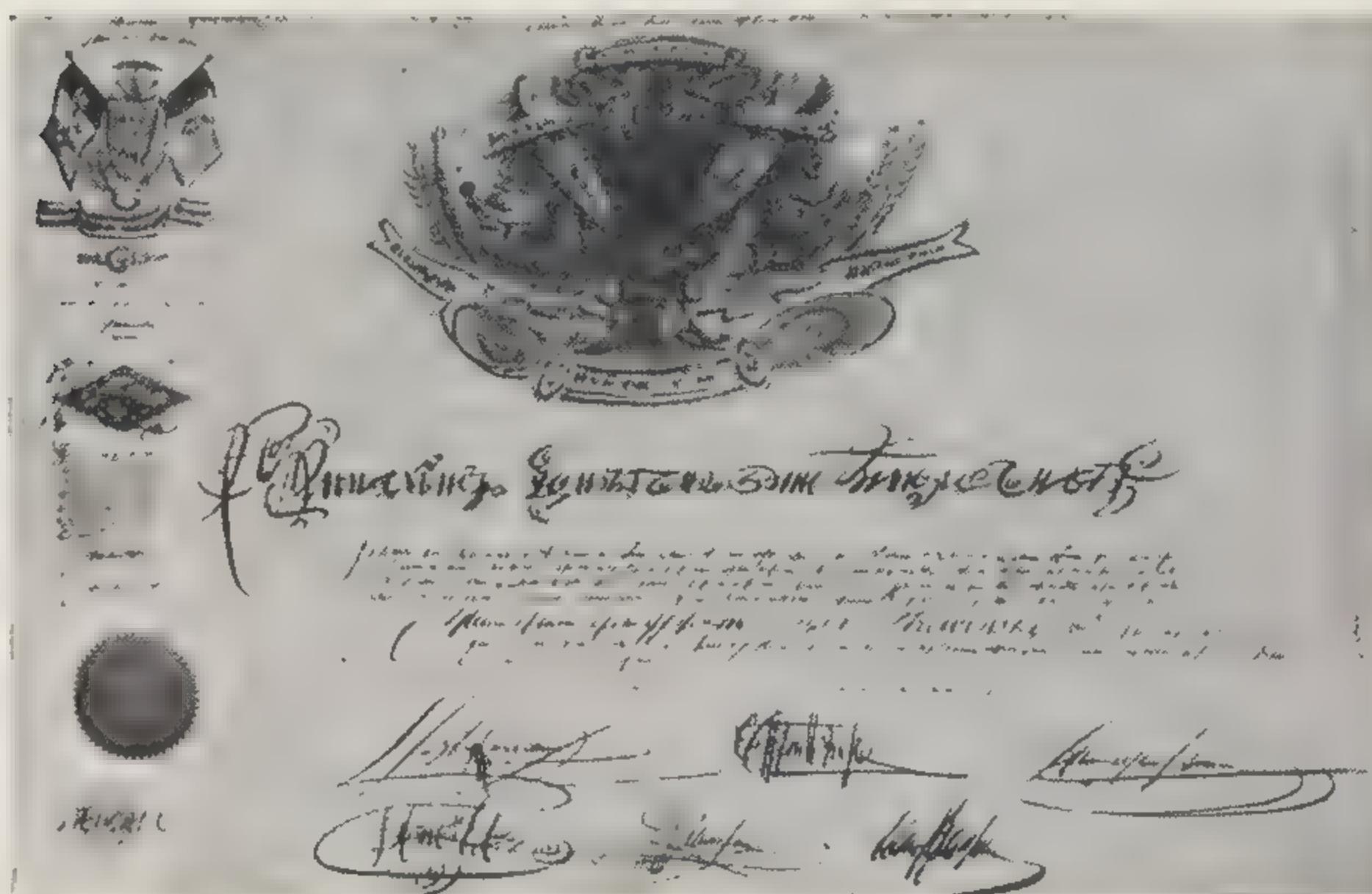
## IGOR STRAVINSKY, COMPOSER OF "THE RAKE'S PROGRESS,"

the brilliant opera, 1951's musical masterpiece, first performed here at the Metropolitan Opera this month.

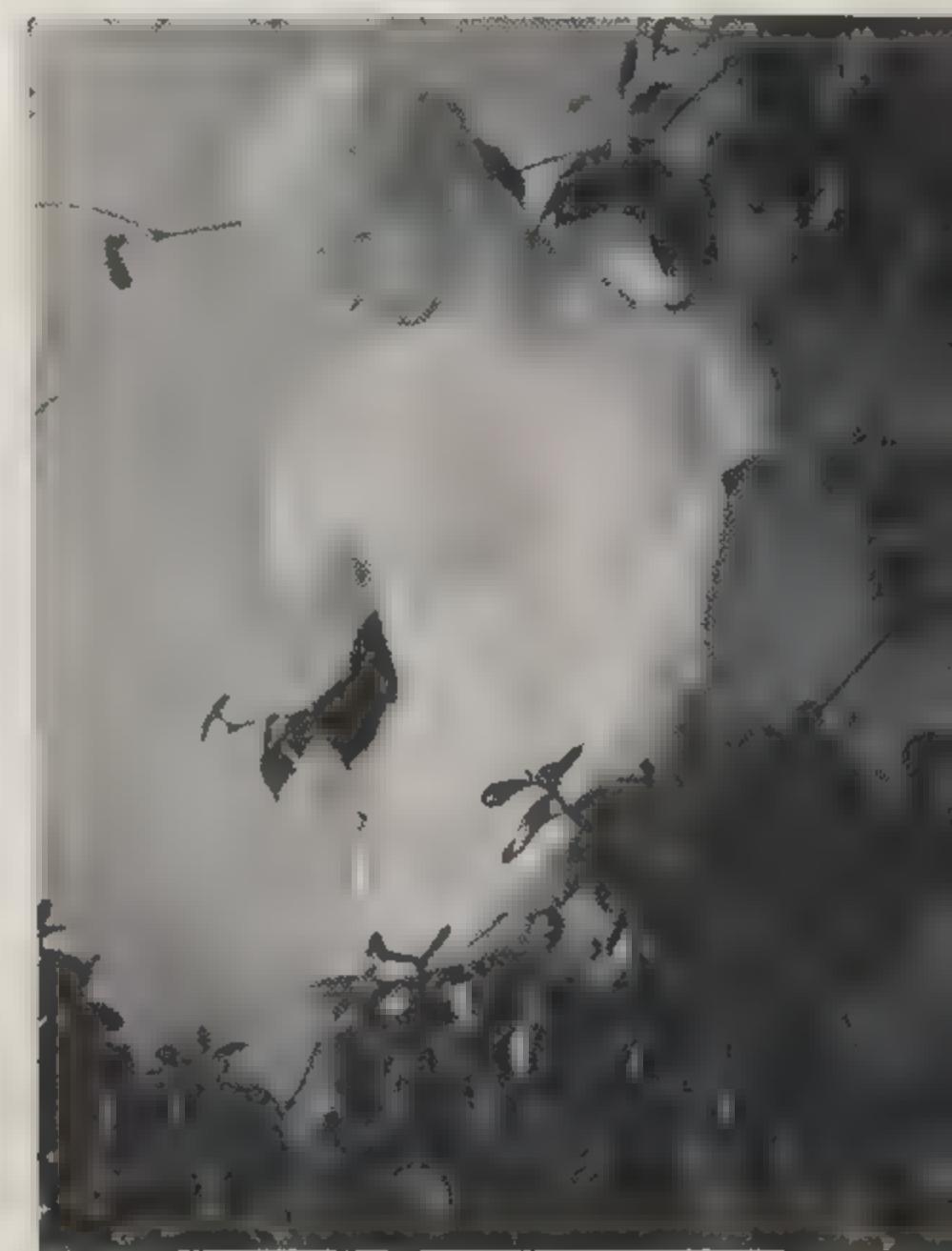


Right, three of the memorabilia in Stravinsky's Los Angeles house.

From his friends, a whimsical testimonial to Stravinsky, drawn in magnificent gibberish by Saul Steinberg.



Petrified sponge, which he calls "my sculpture of Beethoven," with birds he carved from driftwood, adding hairpins for the feet.



Greek marble figure, the only possession he brought from Paris when he moved to America in 1939.



WORLD'S  
*softest*  
SHOE

Meet this shoe: It's as soft as shoes come, its toe and its heel  
as supple and as pliable as fabric. Is that a freak?  
No, that's a trend—about to be established—with smart shoes.  
Good news for comfort, certainly; but good news for looks, too:  
a step as flexible as this is attractive, is the fashion.  
World's softest shoe, here in black Ohio calfskin  
with a bow-tied collar of black patent leather; \$25.  
By Julianelli. At Lord & Taylor; The Blum Store; Harzfeld's.



WORLD'S  
*sheerest*  
STOCKING

This is it, and no chemist will dispute it. It's Du Pont's new 12-denier nylon — and that's to the 15-denier stocking what the 15-denier stocking was to the heavy 30- and 40-denier yarns of before the war. (Proof: you're looking through four layers of stocking here.) How will it wear? It's not for longer wear, but for more beautiful wear — the point of a 12-denier nylon is looks, is luxury. When will it be available to women? In the next month, at the latest; at this writing, the filaments are en route to the looms.

*This page:* The opera, completely redesigned—this time, not Mr. Rudolph Bing's doing. Credit for this new opera goes to Jordan of Paris, who has engineered the flute heel, the world's thinnest walking heel, and to David Evans, who's revised the Spanish toe, making it low and square at the throat and very pointed at the toe. The result is here in the shoe with the perfect fashion figure—a figure bound to influence all new shoe-designing. Where do we expect to see it? Absolutely everywhere in town, and for this reason: no woman in her right fashion mind is blind to that much flattery. *Above, right:* The new opera—high, thin flute heel; Spanish toe. In black calfskin with strips of black grosgrain braid. By Mademoiselle, in soft calfskin. \$16. From Lord & Taylor; Hutzler's; Sakowitz. *Below:* In bright brown calfskin piped with white, the new opera by Andrew Geller (who was first successfully to combine the flute heel with the Spanish toe). This shoe, \$21. At Andrew Geller; also at Neiman-Marcus.



*Opposite page:* The glacé shoe—one of the newly-interesting, not-just—"safe" black town shoes we told about in February 1 Vogue. Among its interests here—the glacé kidskin (a glaze on black is one way black's news): the silhouette (flute heel, higher throat, lower sides); the choice of this shoe with beige. More about beige, more about black shoes as the spring wears on. This shoe, by Levine; in Allied kidskin. \$28. At Stein & Blaine; Famous-Barr; Frost Bros. Stockings are NoMend's new "Twinkle," a pale shade paving the way for all the new beige clothes coming into fashion. The scarf, designed by Vera. Both, Altman.

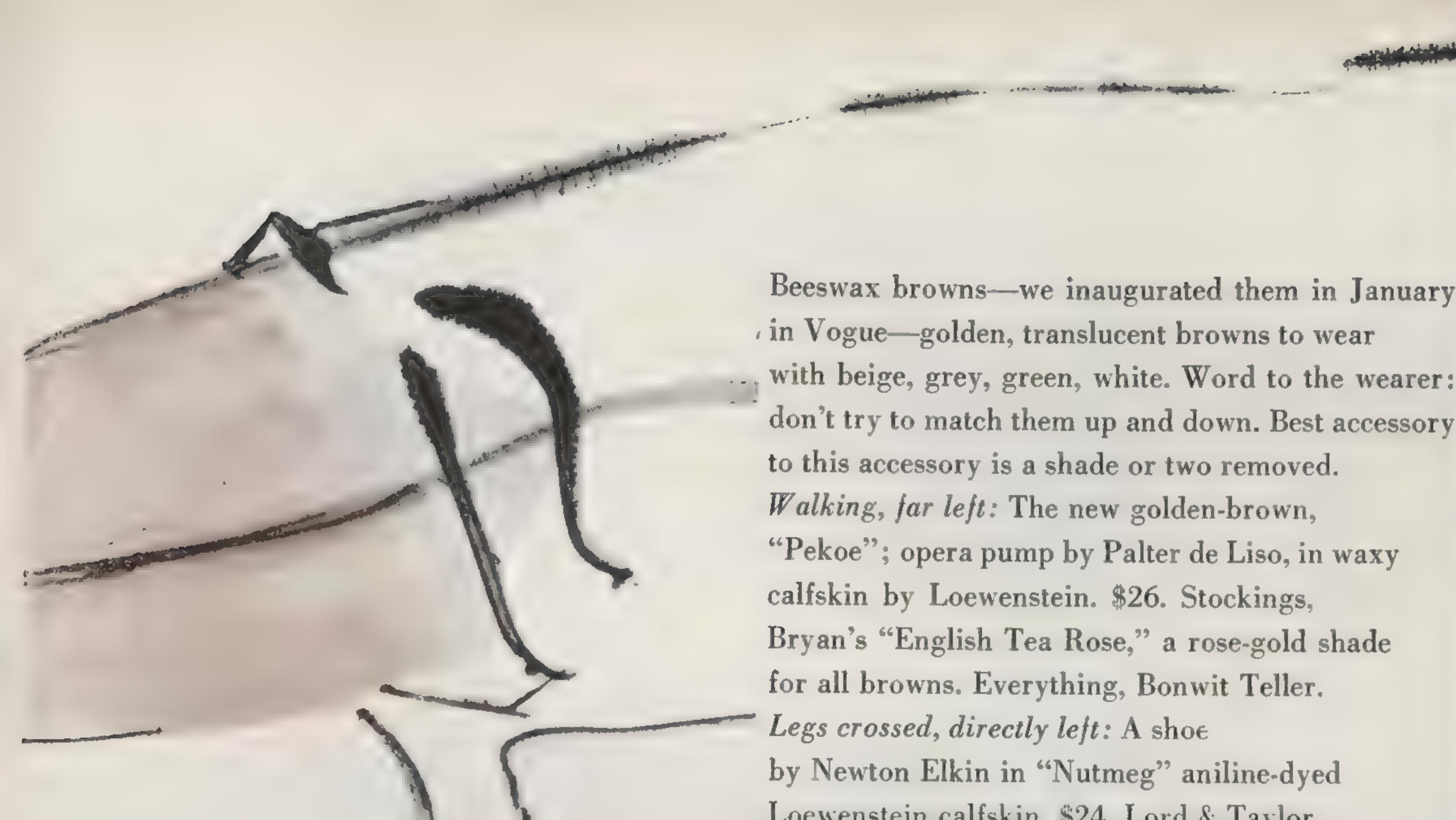
## OUTLINED HERE: WORLD'S *newest* OPERAS



PHOTOGRAPH BY HORST  
DRAWINGS BY DES CARTES







Beeswax browns—we inaugurated them in January in *Vogue*—golden, translucent browns to wear with beige, grey, green, white. Word to the wearer: don't try to match them up and down. Best accessory to this accessory is a shade or two removed.

*Walking, far left:* The new golden-brown, "Pekoe"; opera pump by Palter de Liso, in waxy calfskin by Loewenstein. \$26. Stockings, Bryan's "English Tea Rose," a rose-gold shade for all browns. Everything, Bonwit Teller.

*Legs crossed, directly left:* A shoe by Newton Elkin in "Nutmeg" aniline-dyed Loewenstein calfskin. \$24. Lord & Taylor. Stocking, Bryan's "Woodbine." Bonwit Teller.

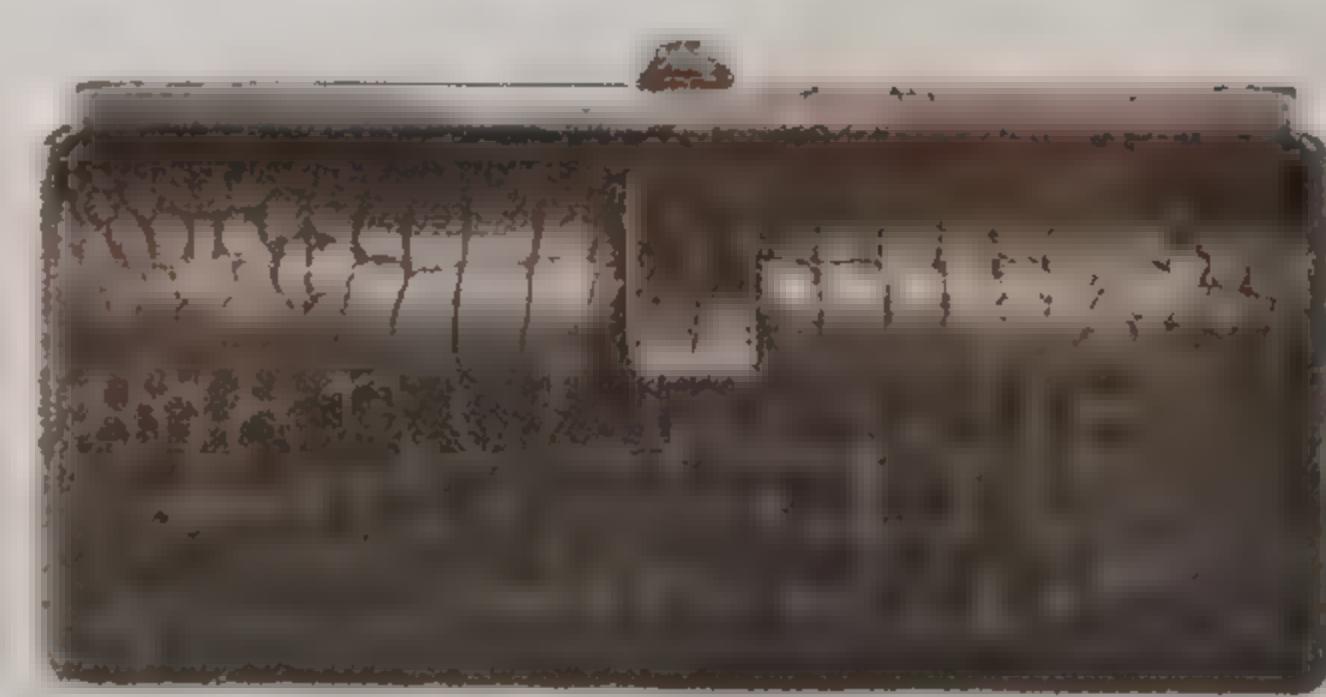
1. Russet calfskin shoe with closed toe, strapped heel. By Julianelli in Ohio aniline calfskin. \$25. Lord & Taylor.

2. Brown alligator (good colour, with beeswax shoes). Contents, a complete dressing table. By Evans, \$155 plus tax. Bergdorf Goodman.

3. Closed toe, no back—day shoe by Laird Schober in aniline calfskin. \$19. Arnold Constable.

1

2



## WORLD'S *smaritest* BROWN FAMILY



4



5



6



8

4. Deep bag of oak-brown calfskin, \$68 plus tax. By Nettie Rosenstein, at Saks Fifth.
5. Golden brown pigskin glove by Superb, \$12.50. At Bergdorf Goodman.
6. City walking shoe of polished brown calfskin by Hill and Dale, \$17. Lord & Taylor.
7. In one of the "mutation" alligators—golden-brown opera pump with flute heel. By (and at) Andrew Geller; \$40. Fleming-Joffé leather.
8. Opera pump clasped with a gilt buckle; the calfskin, waxy brown. By DeLiso Debs, in Loewenstein leather, \$17. Jay Thorpe.

*In Paris  
in the evening*

*THE DUCHESS OF  
MONTESQUIOU-FEZENSAC*

The Duchess, a classical, forever kind of beauty (with a daughter who makes her début this year), lives in Neuilly and likes best to entertain at home. Here, she wears her favourite evening costume, a short dinner dress. This one by Balenciaga, of velvet-dotted net, nearly off-shoulder, fitted down to the hipline, with a skirt that floats into soft width.

*THE VISCOUNTESS D'HARCOURT*

The Viscountess is tall, slim, with enormous golden eyes. She and her husband love the country, the quiet life—and like to hunt. When they go out, she chooses simple, uncomplicated evening clothes—often separates. Such as: her sweater and taffeta skirt, worn with a heavy multicoloured necklace; all from Schiaparelli's Boutique. Photographed at "Le Procope," a private after-theatre supper club.



*MRS. LOEL GUINNESS*

Mrs. Guinness, Mexican born, is quick, vivid, and delicately slender. She and her husband winter in Paris, summer on their yacht. Mrs. Guinness likes, for evening, understated and only partially décolleté dresses, often by Balenciaga, always in red or black. Here, Balenciaga's red lace with three-quarter sleeves, its narrow skirt full in back.

*MADAME MICHEL CARCANO*

Madame Carcano is a tall, graceful beauty from the Argentine. Her husband is an Argentinian too (his father was Ambassador to France before the war), but the Carcanos are so associated with Paris that one thinks of them as Parisians. Here, Madame Carcano wears Dessès' short, basket-woven garnet satin evening dress, with broad shoulder straps, the bodice closely fitted and the skirt about halfway full.



HENRY CLARKE



## THE WESTMINSTER DOG SHOW . . .

BY MARY JEAN KEMPNER

The Westminster Dog Show is to the dog world what the World Series played on the lawn of Buckingham Palace might be to ball fans. It's the main event, stiff with starch, charm, and tradition, and no public assaults on the umpires.

Last week, meeting for the seventy-seventh year, this convention of top-echelon dogs held a two-day lease on New York's Madison Square Garden, playing to paid audiences of about 25,000. (Handlers and exhibitors get in on passes.) Big business hovered at ringside, eyeing appreciatively the buying power of America's twenty-two million dogs, a matter of some four hundred and fifty million dollars spent yearly for shelter, recreation, training, medical care, and food. Last year, prepared dog foods equalled the sales of ready-to-eat breakfast foods; dog food manufacturers plan on a two hundred and twenty-eight million dollar business this year.

Westminster, known as the "blue ribbon show" because all dogs entering (puppies excepted) must have won a blue ribbon at some previous show, limits entries to twenty-five hundred. (Fire Department safety measures prescribe this magic number.) But tradition more than the number of dogs shown makes Westminster the touchstone of U. S. dog shows.

Most kennel clubs consist of people interested in putting

on dog shows in their community, who form clubs in order to do so. The Westminster Kennel Club, however, is a man's club formed in 1875 by a group of sportsmen who enjoyed each other's company and shared an interest in breeding fine bird dogs. They met at monthly dinners, and still meet at such clubs as The Leash, the Union Club, The Brook, or the Racquet and Tennis Club. Until recently, white tie and tails were required, but less stringent rules now prescribe dinner jackets for the meetings. Membership is by invitation only. Most of the ninety members, even those living far afield, contrive business trips to New York coinciding with club dinners.

The Westminster Kennel Club held its first show at the Hippodrome in 1877. Scheduled as a three-day event, it dragged over into a fourth day because of an oversize entry list. High lights of the present show must often be timed with television and radio commitments without, of course, intruding on judging deliberation. Westminster places elaborate emphasis on the calibre of its judges, which perhaps accounts for its unique position in a sometimes tarnished field. Responsible for selecting the slate of more than forty-five judges, both amateur and professional, the committee probes insistently into the competence, honesty, and consistency of the man or



## WINNERS ONLY

woman's past judging. In dog shows there are no stop watches or photo finishes. Judging relies on that gigantic intangible, one person's opinion. Charles Darwin, the great naturalist, wrote: "Dogs possess something very like a conscience." The Westminster Kennel Club seeks the equivalent in its judges.

To the uninitiated, a dog show catalogue reads like gobbledegook, but in translation nothing could be simpler. Usually a dog enters only one class (\$7 an entry). Should he (or she) win this initial leg, he then moves up in breed competition, competing with other class winners for Winners Dog (or Winners Bitch). The war between the sexes now begins with Winners Dog matched against Winners Bitch, the better of the two getting the blue and white Best-of-Winners ribbon for their breed.

The Best-of-Winners competes against the previously established breed champions who make their first appearance at this point. To the winner goes the purple and gold rosette of Best-of-Breed. (Consolation prize to the next best is a red and white ribbon provocatively labelled Best-of-Opposite-Sex.)

Best-of-Breed then goes on to compete in one of six groups: sporting dogs, hound dogs, working dogs, terriers, non-sporting dogs, and toy dogs. The best (*Continued on page 135*)

JUDGING TEAMS OF FIVE DOGS;  
LEFT, NORWICH TERRIERS; RIGHT, MALTESE.

# Vogue plans a Pattern wardrobe: EVERYTHING COMES IN TWOS

Some of the most fashionable fashion stories this spring are told in two parts—the dress with its own coat or jacket, the suit with its own blouse. This Vogue Pattern wardrobe, no exception. On these and the next four pages—five costumes, ten major pieces. Every costume has its own coat or jacket; and when the coat or jacket comes off, that's not the *end* of the costume—it just reveals another completely self-sustaining fashion (each of which appears in the fashion-strip at right). Here, then, is another case where it's smart to shop by the yard, to dress by pattern; where the blouse is the better when it's made to match the jacket lining; where the scarf is not only tied—but tied right into the costume by way of colour and fabric. Speaking of colour and fabric, we've planned everything in shades from cream to cocoa, with accents picked from a nasturtium bed. We've planned a wardrobe for a whole spring, including costumes that go through to autumn and beyond. Do we say that one woman needs it all? No, not unless she's lost all her luggage (or owns a jet-powered sewing machine). What we do say is that since everything here goes double, two day-costumes and one evening-costume chosen from these Vogue Patterns could make a woman's wardrobe rich beyond her dreams.

**THE JACKETED EVENING DRESS** *opposite:* It hangs on one hanger, but it could be your *two* most important evening dresses. It has total fashion, and enormous social flexibility. Jacketed, it goes to the theatre, dinner here or in the south. Unjacketed (as on the left, at top), it might be your prettiest short evening dress. Here, even the cloth comes by twos: it's lace over jersey, and wonderful. Cotton lace by Mandel, worsted jersey by Wyner, buttons by La Mode. The dress: Pattern 7951. The jacket: Pattern 7953. Handbag, by Evans; jewellery by Schreiner. Saks Fifth. *For Pattern back views, sizes, yardages, see page 128.*



ONE HALF OF THE COSTUME  
SHOWN ON THE OPPOSITE PAGE



ONE HALF OF THE COSTUME  
SHOWN ON PAGE 108



ONE HALF OF THE DRESS  
AND JACKET COSTUME, PAGE 109



ONE HALF OF THE SUIT  
COSTUME ON PAGE 110



ONE HALF OF COAT AND DRESS  
COSTUME SHOWN ON PAGE 111



JACKET: VOGUE PATTERN 7953

DRESS: VOGUE PATTERN 7951



VOGUE PATTERN 5-437

# Vogue plans

## a Pattern wardrobe *continued*

### THE DRESS AND COAT, *left*:

This is, possibly, the prettiest fashion of the year—the dress with its own long coat. The dress (you see it solo on page 106) is a supple sheath tied easily at the waist. Its coat, straight-flowing elegance, importantly-lined with white. Delicious, with white accessories. Pattern S-4387. Celanese acetate twill print, crêpe lining, by Skinner. Hat by Mr. John. Gloves by Kislav. Carnations by Flower Modes.

### THE DRESS AND JACKET, *right*:

This is a fashion so fashionable and so workable that it might shape your spring. It has everything. Both dress (which you see alone on page 106) and its jacket have cardigan necklines, kimono sleeves, and the new curved slenderness that can't even *spell* the word rigid. Of Botany wool, with jacket lining of Shantung. Pattern 734. Hat by Emmé. Bag by Milch at Gunther Jaeckel. (Back views on page 128.)





## Vogue plans a Pattern wardrobe *continued*

### THE SEMI-FITTED SUIT, *left*:

This is this year's suit and no mistake: the narrow skirt; the jacket with just the *suggestion* of fit that we've been talking about. And part of its this-yearness—the wide, overflowing collar of the blouse (you see it on page 106). The whole costume, Pattern 739, here made of Miron worsted tweed; blouse and lining of silk Shantung. Hat by John Frederics. Gloves by Superb. Lipstick, Estée Lauder's "Duchess Coral."

### THE BIG COAT, SLIMMED, *right*:

This is the coat for almost everything. And this is the coat *with* everything: the throat-framing collar that stands away from the neck; the line, ample to wrap, but narrow-falling; the cloth, white heather wool-and-alpaca zibeline by Stroock. Pattern 7957. The dress (you see it on page 106) is a deeply-scooped sheath with a giant folded collar. Pattern S-4361, made here of Heller wool jersey lace. Collar and coat-lining of nasturtium-yellow surah. Hat by John Frederics. Bag by Koret at Bergdorf Goodman.

*For back views, sizes, yardages, see page 128.*

RUTLEDGE

VOGUE, FEBRUARY 15, 1953



COAT: VOGUE PATTERN 7957

DRESS: VOGUE PATTERN S-4361



HORST

*Above:* A furl of frosty white chiffon surrounding a new cut of neckline—by-line of a navy-blue worsted afternoon dress by Jacques Fath. The skirt, mildly full, with peplum-like tabs buttoned at the hipline. Twist of white straw cap by Sally Victor. Dress, a Jacques Fath design for Joseph Halpert; about \$185. Lord & Taylor; Woolf Brothers; Neiman-Marcus; I. Magnin.



*Left:* White silk blouse, part of a navy-blue suit-dress of a soft, Shantung-like fabric made of Celanese acetate. By Tremayne, \$70; at Milgrim; Harzfeld's. The hat, a white straw beret, by Sally Victor. *Below:* By-lines (in stripes) to fill in the neckline and mark the cuffs of a navy-blue silk Shantung dress tied under the bosom. By Ben Barrack, \$55, at Bonwit Teller; Wanamaker's, Phila. Hat by Mr. Arnold.

## *Navy blue with a by-line*





# EVENING ELEGANCE:

## *two phases*

Mrs. John Pringle (accompanied, in one instance, by her daughter Shawn), here demonstrates this fashion fact: that blond elegance can be various kinds of blond elegance. Seen in many fashion photographs in the past few years, Mrs. Pringle, with her husband and Shawn, has now moved to Montego Bay, Jamaica, where they recently opened the hotel, Bay Roc (a model of modern architecture, it was designed by Edward Stone). *Opposite:* Mrs. Pringle, blond hair soft and shining-sleek about her face, in a dress of white Italian silk chiffon over white taffeta, calf-length, her shoulders wrapped with a grass green taffeta stole. With her, her blond two-year-old, Shawn. Mrs. Pringle's costume, from Eleanora Garnett. The flowered challis dressing gown worn by Shawn, to order at Jean Gale. *This page:* Mrs. Pringle this time with blond hair polished back, wearing a very polished sheath of blond wool lace lined with satin, the waist wound high and tight with taffeta. The Ceil Chapman dress, and Richelieu simulated pearls: Bergdorf Goodman. Dress, also: L. S. Ayres; Montaldo's.



PHOTOGRAPHED BY COFFIN  
IN THE APARTMENT OF  
FRANCISCO FERRIERA

VOGUE, FEBRUARY 15, 1953



Spring's new lacy tweeds





PHOTOGRAPHED BY COFFIN  
AT "THE SILO,"  
MORRIS PLAINS, NEW JERSEY

Tweeds of a new lacy lightness (looking almost as if they'd been woven

in equal parts of wool and early-spring daylight) are one-half of the news here.

The other half—the new suit slenderness, in particular the matchbox-jacket silhouette.

*Opposite page, top:* Pale-oatmeal tweed flecked with green for the matchbox jacket; plain wool in the tweed's background colour for the slender skirt—one of the new pale suits quite at home in the city. By Lilli Ann, about \$90, at Saks 34th; Joseph Horne; Joseph Magnin.

*Opposite page, below:* Over a slender beige suit, a loose jacket of fleecy beige tweed.

Both by Rafi of Forstmann fabrics. Suit, \$100; coat, \$85. Russeks; Kaufmann's.

*This page, left:* One of the race of matchbox suits that come with their own blouses—jacket, pale-grey tweed; skirt, darker grey wool; blouse, grey tissue faille.

By Belciette, about \$158 at Lord & Taylor; Miller & Rhoads; Famous-Barr.

*This page, right:* Black-and-white loosely-woven tweed jacket, with a black grosgrain tie; black worsted slim skirt. Suit by Monarch, \$85 at Russeks; Himelhoch's.

**NEW LIFE FOR SKIN.** Frances Denney is just introducing a new cream—its apt name: "Viva." The purpose of the formula is to give a young complexion a longer life, an older complexion a new liveliness. Frances Denney has been testing two new elements for this formula for five years—ingredients never before used in a complexion cream. One of these seems to elasticize the slackness of the skin; the other seems to fill in small lines. The formula is especially soothing and bland; especially universal in its use. It can be used by the most sensitive skins, excessively dry or oily skins, as well as the lucky normal skins.

**CAPSULE COURSE: BEAUTY.** What *really* makes the best powder base in the world? A clear, satin-textured complexion, of course. And what makes you remember a certain glance? Why, plenty of sparkle in the eyes. And what is the essential element in all pretty gestures, all graceful movement? It's vitality. Nowadays, all these attributes of beauty are often within reach—energy can be amplified by sufficient rest and good food. But, if there are times when these are not enough, there is a small capsule that might work the difference. And the capsule? It might well be Rybutol. Rybutol capsules contain optimum amounts of Vitamin B Complex (everyone knows what a wonderful stimulus this can be to flagging spirits, tired nerves). Combined with Vitamin B are reinforcements of Iron and Vitamin C, along with supplementary minerals (the ones that vanish so easily in cooking). Naturally, your own physician is the best guide for determining your vitamin needs.

**PERMANENT CHANGES.** No doubt about it, hair is, and will be, shorter, curlier. But just what *is* a curl today? It's certainly different from yesterday's. In fact, it's a whole new fashion. But, whether curl means softly-fringed hair, or brushed swirls that only take the direction of a curl, or hyacinth-like clusters that are just-on-the-verge-of-being curls—all these often need the sustaining strength of a permanent wave. And Helene Curtis, who knows all the words and new meanings in the dictionary of coiffure, has developed a wave that can make them possible—and keep them going! A Helene Curtis Fashion Wave permanent can put just enough curl in the hair to make it responsive to a setting. (No tight corkscrews that dominate a coiffure.) These are some of the reasons it is a favourite in many of the finest salons in the country.

#### **FRESH HAIR IN NO TIME.**

Michel of Paris can wash, set, dry, and comb out the coiffure of a time-harried client in just twenty minutes (it *seems* like no time at all). The trick is in a quick-drying solution sprayed over the set—so four minutes under the drier is *all*. Michel's nimble fingers have a way with pretty hair-do's that are also news, and if he must redesign the hair, this takes, of course, the conventional time. New address: 11 West 56th Street.

## **D** *DISCOVERIES* *IN BEAUTY*

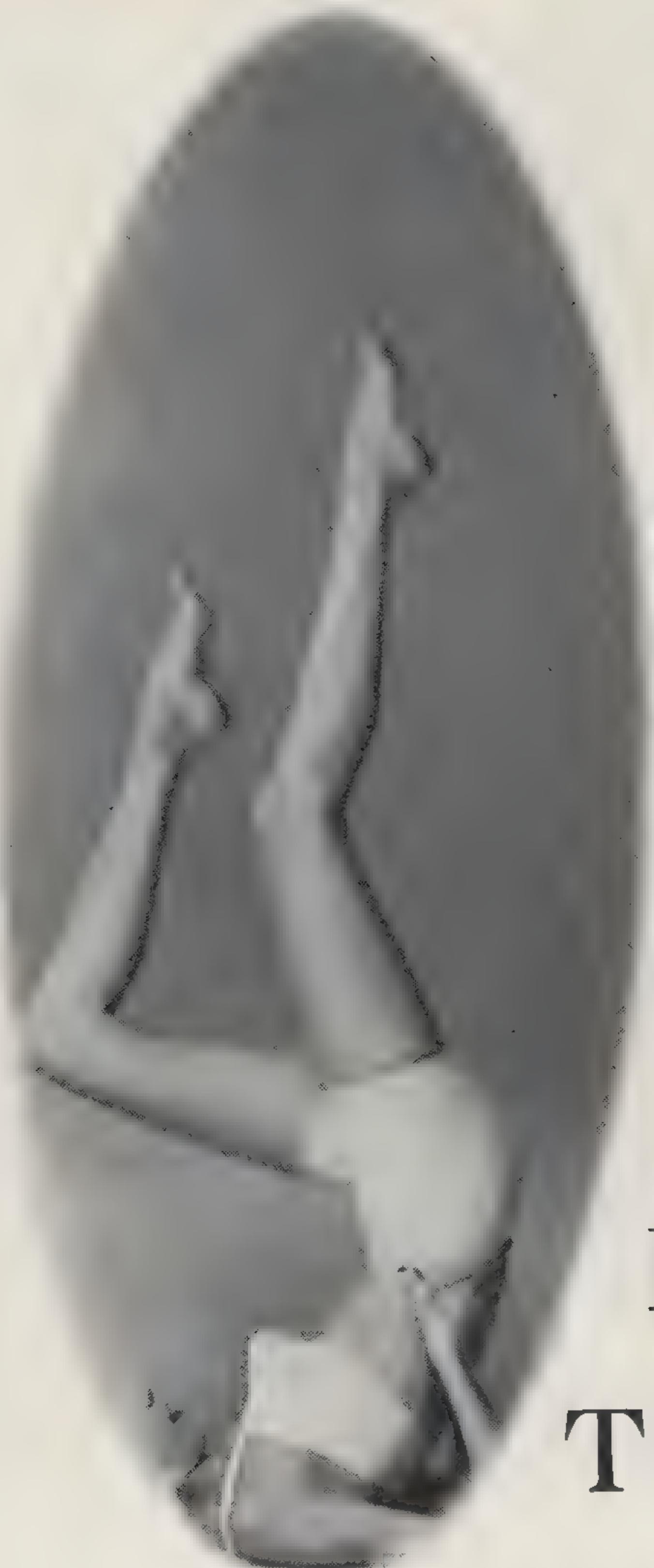
*Primary colours for  
complexion flattery, opposite.*

Floating about in the atmosphere of beauty—a never-before combination for complexion flattery: swatches of new Martex towel colours, and a mixing-spoonful of four ingredient powders used in the hand-blended formulas of Charles of the Ritz face powder. Why are they combined here? Because Martex decided to tint a group of towels which would be décor for the skin as well as for the bathroom. And they found that these four key-colourings, used to flavour face powders, were the same primary-colour range from which a woman of any colouring might choose one towel shade—her *own* complexion complement. One of these towels will make anyone's skin look prettier—while it is nude of make-up, and getting a bath. The towel colours are Bud Pink, for blondes; Lilac for the grey haired; Champagne, for brunettes; Apricot, for the auburns. These Powder Tone Martex towels and Charles of the Ritz hand-blended powders are at Altman; Hudson's; Neiman-Marcus; J. W. Robinson; and stores listed on page 127.

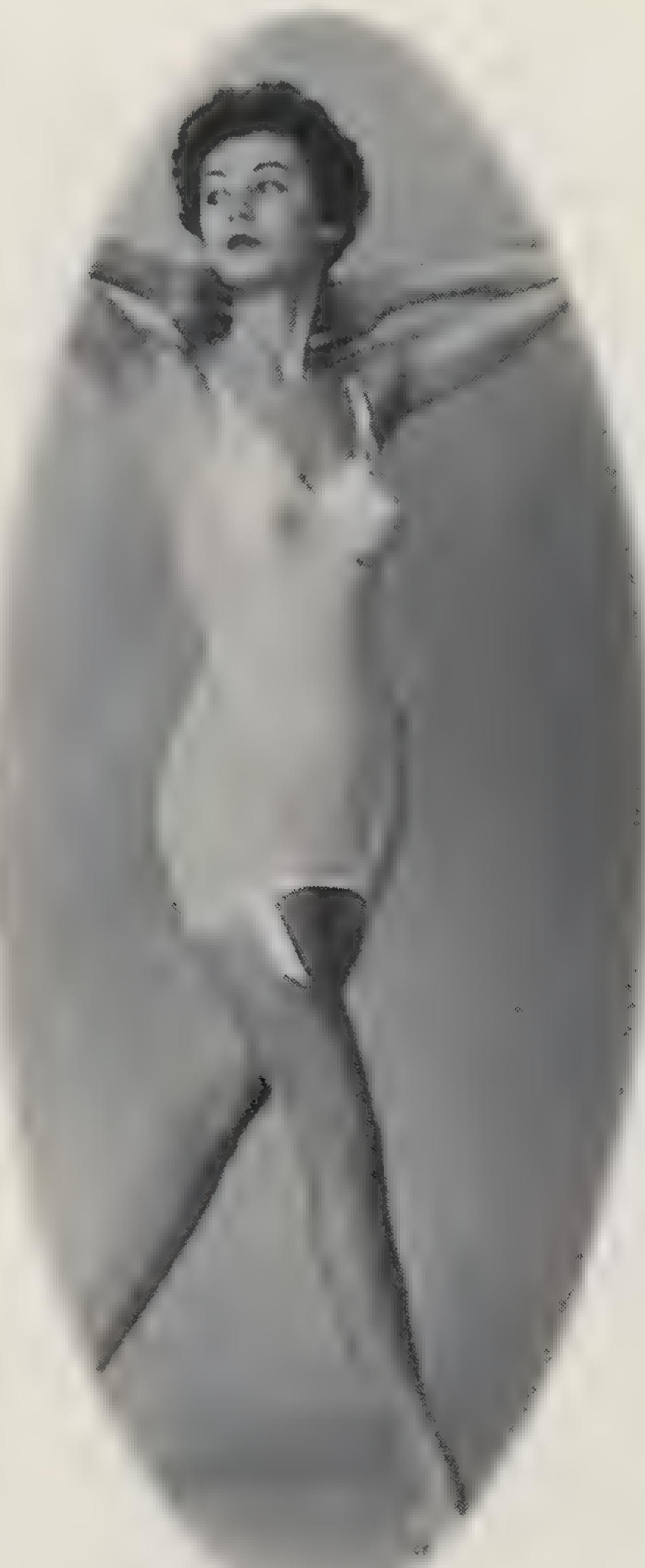
HERBERT MATTER







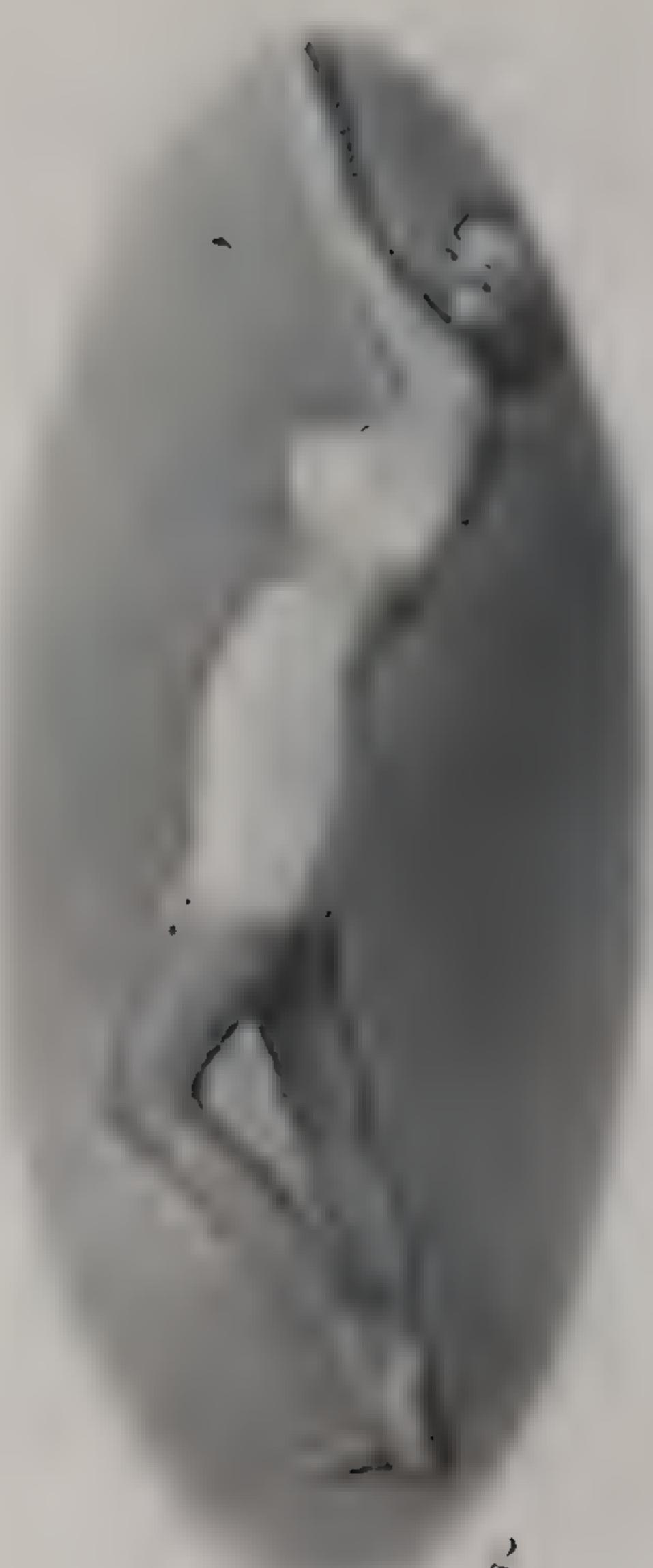
## RETOUCHING THE FIGURE



Retouching is the art of these new girdles—they don't make a figure; they apply the few light, outlining strokes needed to perfect one, one way or another. Suppleness is their great virtue—made possible by very lightweight new elastics (which also provide good background for pretty new effects in embroidery, lace, and colour). *Opposite:* New colour for a girdle—a panel of mauve nylon taffeta, overlaid with embroidery, added to a white power net pull-on. Stocking news: tops dyed in lingerie colours—here, pink. More new colour: tomato-red organdie, by Dior. Girdle by Lily of France; \$15, at Bonwit Teller; Strawbridge & Clothier; I. Magnin. Stockings, "Star Pink" by Modeltex; at Bonwit Teller. Satin sandals by Valley; at Best's. *Above:* Stocking-like fit—in this seamless pantie girdle of rayon-and-Lastex. By Silf Skin; \$5. Cotton brassière, Exquisite Form; \$2. At Bloomingdale's. *Right:* All-in-one; unboned; weighing practically nothing—nylon power net foundation, the front panel run through with pink ribbon. By Nemo; \$12.50. Altman.



1



2



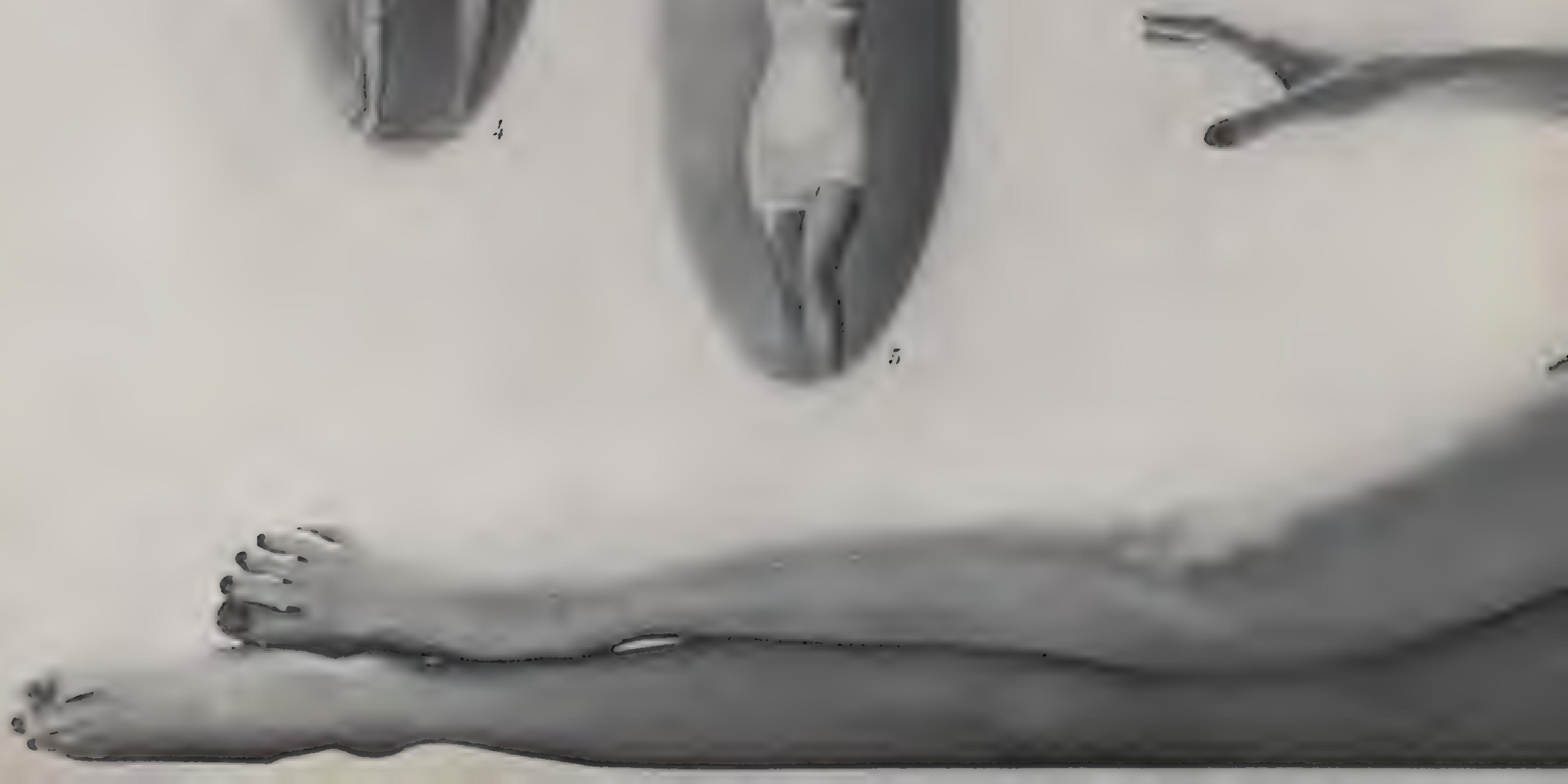
3



4



5





## FIGURE RETOUCHING, *continued*

More of the pretty new clothes under clothes—all, meant to retouch the figure with a few light, improving strokes.

*On the reclining figure*, an all-in-one evening foundation which is not only a masterpiece of suppleness, but a beautiful use of white nylon lace. The lace, lined for firmness, alternates with elasticized nylon. By Warner's, \$37.50. Ready March 1 at Lord & Taylor; The Dayton Co.; Frederick & Nelson.

1. Pantie girdle of elasticized nylon; front and back panels stretch up-and-down only—for restrained freedom. \$7.50. Nylon batiste brassière; \$3. By Formfit, at Arnold Constable.

2. Pull-on girdle with a high waistline; an elasticized knitted cuff. Of nylon power net and satin; \$12.50. Embroidered cotton brassière; \$3.50. By Jantzen, at Saks 34th.

3. Pantie girdle of nylon leno, with well-shaped legs; a zipper. \$10. Cotton brassière has a new split boning meant to move with the figure; \$3. By Perma-lift, at Franklin Simon.

4. The girdle at its slightest—woven nylon-and-Lastex pantie by Vassarette; \$6. Stitched cotton broadcloth brassière by Maidenform; \$2. Both at Best's.

5. Long (17-inch) pantie girdle with a strong front panel of embroidered nylon satin; \$18.50. Nylon marquisette brassière, embroidered to match the girdle; \$5. By Bien Jolie at Jay Thorpe.

6. Embroidered nylon power lace, and Lastex—pretty, efficient pantie girdle; no boning. \$10. Cotton broadcloth brassière; \$2. By Munsingwear, at Arnold Constable.

7. Instead of boning—a single fine steel spring coils up and down in an undulating pattern around the waist

of this elasticized nylon girdle. The idea is: greater comfort, and an absolutely non-rolling top. By Treo; \$15. The brassière worn with it, prettily iced with nylon lace; equipped with foam rubber padding that has been covered with soft rayon jersey. By Miriam Gates, \$7.50. Both at Best's.

DIANE AND ALLAN ARBUS



## UNDERLINING THE NEW SLENDERNESS

*Left:* You might call it the post-crinoline petticoat—made to underline the new suit slenderness, it tapers to one of the narrowest hems ever; yet is easy to move around in because of a wrap-around front panel which divides at the hem in a flurry of lace and embroidery. By Luxite, of navy-blue nylon tricot; \$7. Long-line brassière of nylon taffeta and marquisette by Bali; \$5. Both at Altman; Carson Pirie Scott. Stockings, "Caribe Blonde" by Luxite. Black suède opera pumps by Marquise. *Below:* For décolleté dresses: an eyeleted cotton brassière by Marja; \$6 at Macy's.



DIANE AND ALLAN ARBUS

## CORONATION FEVER

(Continued from page 87)

At one point some six peers notified the Earl Marshal that they wished to ride to the Coronation in their state coaches, but they had a most discouraging letter back, saying that the Metropolitan Police would not welcome such a thing at all and could not guarantee any parking facilities for such vehicles. Five of the peers took this meekly and decided to come prosaically by motor car, but not the Marquis of Bath. He said that such an occasion might not occur again for a generation, that his coach had not been on the road since 1913 (when his father drove in it to a Court ball), because suitable horses and a coachman had become a problem, but that now Mr. Bernard Mills, the circus tycoon, had offered to act as his coachman and supply suitable horses. Unfortunately Mr. Mills was soon afterwards asked to act as coachman in the Royal procession, but Lord Bath was undeterred. "There are other coachmen and other horses," he said.

A Conservative Member asked in the House of Commons whether the government would allow local communities to roast the traditional whole ox during Coronation week. The Food Minister replied that he was considering it. A Labour Member leapt up and said that he viewed the whole suggestion with loathing. On another day, a Labour Member suggested that a contingent of representative workmen from industries should be included in the Coronation procession. Mr. Churchill replied that there would probably be only military formations in the procession. When unhappy cries of "Oh," rose from the Labour benches, Mr. Churchill said mildly, "Well you must think of the spectators."

Meantime, the authorities of Kensington Gardens protested to the War Office against the use of the Gardens as a camp site for 32,000 Coronation troops, just when the grass looked lovely again after the war.

A proposal for a ceiling of decorations stretched on cables across Oxford Street had to be rejected because of danger to the crowds beneath. The Regent Street merchants, however, announced that their street decorations would include a thousand transparent plastic roses, up to five feet across and lighted from within. Salisbury town proclaimed proudly that its decorations would include the giant fifteenth century effigy of St. Christopher, once the emblem of its Merchant Tailors' Guild, and now the only remaining emblem of its kind in England, since the destruction of Gog and Magog when the London Guildhall was bombed during the war. The Travellers' Club and Boodle's and the St. James and the Turf Club all plan Coronation balls.

The Court of Claims met in the oak-panelled Privy Council Room in Downing Street to consider twenty-one claims in connection with the Coronation: from the Dean and

Chapter of Westminster "to instruct the Queen in the rites and ceremony . . . of the Coronation"; from the Duke of Somerset, that he should bear for the Queen the Orb, or the Sceptre; from the Lord Mayor of London, to bear the Crystal Mace; from Lord Hastings and Lord Churston, to carry the Great Spurs; and many more, the most interesting of which came from a Limited Company now owning certain property of the Duke of Newcastle, whose estates bear the hereditary right to present the monarch with a glove at the Coronation.

The first "E.R. II" pillarbox bearing the new Royal cypher was unveiled in Whitehall, just one hundred years after the first mailboxes in England. The Queen visited a factory in High Wycombe and watched them making new postage stamps bearing her portrait. She approved the design of the new coins, bearing a profile of herself, uncrowned, with a garland of flowers in her hair. She consented to a Coronation naval review at Spithead, and a Royal Air Force review at a station near London.

The Queen expressed a wish to attend a national service in St. Giles' Cathedral, Edinburgh, during her Coronation visit to Scotland, and made a special request that the "Honours of Scotland" (the Scottish Crown, Sceptre, and Sword of State) should be carried to the Cathedral from Edinburgh Castle on this occasion. This was an extremely popular move with the Scots, especially as no English monarch had made such a gesture for 300 years. The crown, of Scottish gold weighing 56½ ounces, is said to have been made for Robert Bruce in 1314; the Sceptre was given by the Pope to King James IV in 1494; and the Sword was also a gift from Rome in 1507. After the Scottish Coronation of Charles II, all three of these emblems mysteriously disappeared until the end of the nineteenth century. Then Sir Walter Scott instigated a search, and they came to light, quite unharmed, in an old locked chest in Edinburgh Castle.

The Queen personally sanctioned street decorations and the flood-lighting of buildings at the expense of local authorities, although in the face of the enthusiasm and gaiety and loyalty of her subjects after all these long years of austerity, she repeatedly asks that celebrations should be kept simple.

In England the weather is cold, with very little colour in the land. The weekly meat ration consists in main of small unrecognizable portions of animals long defunct. Frugal housewives conserve their allocation of expensive coal and do not light the sitting-room fires before teatime.

But far ahead, in the distant haze of summer heat, shimmers a pretty little Queen, in ermine and a real crown, riding along in a golden coach, with her handsome husband beside her, while all the church bells of Britain peal for joy.

## The New "Outer-Look"

BEGINS WITH THE

## New FORMFIT "Under-Look"

Today's "Outer-Look" is lean and lithe . . . with bust softly rounded, midline controlled, hips smoothly slimmer and longer. Pure joy, the gentle way Formfit's Life Bra and Life Girdle coax your figure into this new line . . . give you the most fitting "Under-Look" . . . yet never curb your freedom or comfort! So many flattering bra and girdle styles—in nylon, cotton, satin—all tailored with Formfit's can't-be-copied flair for perfect fit. At your favorite store!

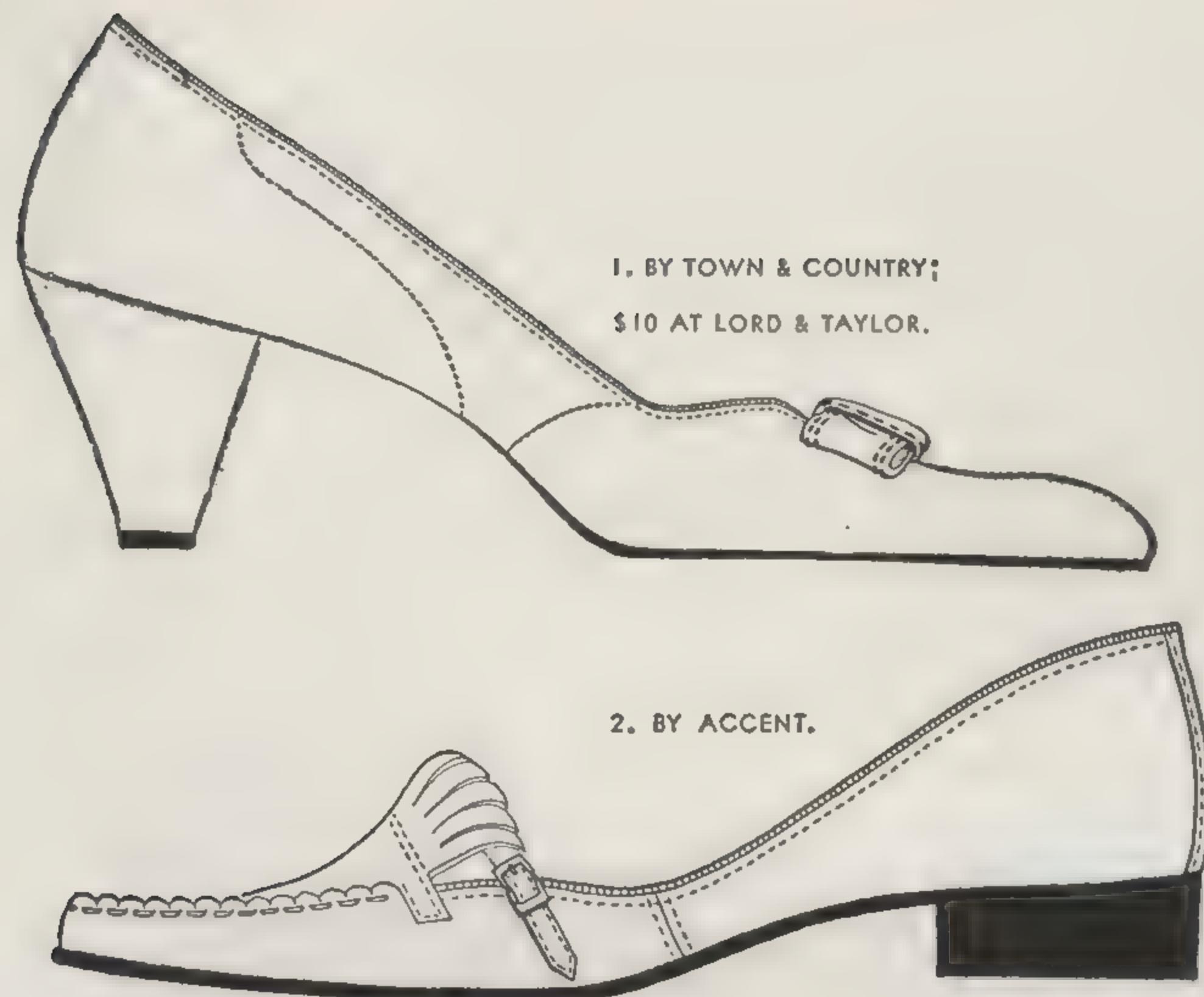
**Life Bras from \$1.25      Life Girdles from \$7.50**

THE FORMFIT COMPANY  
CHICAGO, NEW YORK



*For a Sweetheart of a Figure*

MORE WOMEN WEAR FORMFIT THAN ANY OTHER MAKE



*The coat*, one of the new race of slenderer straight coats descended from Balenciaga—easiness its point. In a pale fleece that combines beige, mauve, pink, and grey. (These pale fleeces, very new-looking for the city this spring.) By Jablow, about \$155 at Bonwit Teller; Sakowitz; Miller & Rhoads. Hat by Miriam Lewis; at Bonwit Teller. *The shoes*, five developments of the new trend toward soft shoes with toes and heels as flexible as fabric. Reading from the top: 1. In the colour of wild honey, an aniline calfskin opera pump with a *shaped* new heel. 2. For country walking, these new unlined moccasins of stitched brown elkskin. 3. Stitched opera pumps of aniline calfskin. 4. Laced tan calfskin walking shoes. 5. For the young, flat-heeled bare shoes—black suède touched with patent leather.



## THE SLENDERER COAT; THE SOFTER SHOE



## STRAVINSKY

(Continued from page 95)

once again for chamber groups. The talk ranges from the fourteenth century to the twentieth, from Guillaume de Machault and his conception (essentially similar to Stravinsky's), of liturgical music to the twelve-tone system and the reasons why Stravinsky himself prefers the seven-tone variety.

Musical criticism is another favourite theme. Stravinsky likes to cite such enormous aberrations as Grillparzer's pronouncement that Weber was wholly without melody and so cacophonous that he ought to have been suppressed by the police. And what of the corresponding idiocies in our own day? Charity imposes silence. And anyhow only those without critical guilt have any right to throw stones.

To be a good talker, one needs a quick intelligence and a fund of readily available knowledge. To be a good listener, one must be charitable, one must be sensitively aware of other people, and one must be interested in everything. Stravinsky possesses all these qualities and can therefore listen as well as he talks. True, he does not suffer bores very gladly, nor fools—particularly pretentious ones. But even towards the bores and the fools he exhibits a politeness, whose core is inborn kindness and whose exquisitely polished surface is the re-

sult of an upbringing in the best kind of aristocratic tradition.

This politeness in all circumstances is the more admirable in one whose temperament is far from lymphatic. There is an energy which is steady, pachydermatous, almost sleepy; and there is an energy of a more bird-like kind, swift, tremulously awake. Stravinsky's energy, which is enormous, is of the second variety. He is a prodigious worker, never satisfied with any achievement however high; but this steady and unbending will to perfection is associated with a far from unbendable organism. Like many other men of genius, he is at once the sensitive autonomic nervous system. It lifts him up, but it also lets him down; it helps him to a heightened awareness; it also creates obstacles and brings a variety of difficulties and sufferings.

But, rain or shine, the will to perfection never fails. Nor does the politeness. Through all the intermit-tences, the work goes forward; and when fools rush in to ask for an autograph, to tell him effusively how much they admire *Prince Igor* (or do they mean *Boris Godunov*?) Stravinsky's courtesy remains unimpaired. The worst that befalls them is to discover, if they permit themselves to be distracted for a moment, that the master is no longer there.

## COMPLEXION FLATTERY

(Continued from page 118)

The following is a list of stores throughout the country and in Canada where the powder-toned Martex towels and the Charles of the Ritz hand-blended face powders can be found.

Allentown, Pa.	Hess Brothers
Atlanta, Ga.	Rich's
Atlantic City, N. J.	M. E. Blatt Co.
Baltimore, Md.	Hutzler's
Bethesda, Md.	Woodward & Lothrop
Beverly Hills, Calif.	J. W. Robinson Co.
Birmingham, Ala.	Loveman, Joseph & Loeb
Boston, Mass.	Wm. Filene's Sons Co.
Bradford, Pa.	The Johnston Store
Brooklyn, N. Y.	Abraham & Straus
Buffalo, N. Y.	
Adam, Meldrum & Anderson Co., Inc.	
Burlington, Vt.	
Abernethy Clarkson Wright, Inc.	
Chattanooga, Tenn.	Miller Bros. Company
Chestnut Hill, Mass.	Wm. Filene's Sons Co.
Chicago, Ill.	Carson Pirie Scott
Cincinnati, Ohio	The H. & S. Pogue Co.
Clayton, Mo.	Scruggs Vandervoort Barney
Cleveland, Ohio	The Halle Bros. Co.
Columbus, Ohio	The F. & R. Lazarus & Co.
Corpus Christi, Tex.	Perkins Bros. Co.
Dayton, Ohio	The Rike-Kumler Company
Denver, Col.	The Denver Dry Goods Co.
Duluth, Minn.	Duluth Glass Block Store Co.
East Orange, N. J.	B. Altman & Co.
Elgin, Ill.	Joseph Spiess Co.
Elizabeth, N. J.	R. J. Goerke Co.
Elmira, N. Y.	S. F. Iszard Co.
Erie, Pa.	Erie Dry Goods Co.
Fort Wayne, Ind.	Wolf & Dessauer
Fort Worth, Tex.	Meachams
Ft. Lauderdale, Fla.	Burdine's
Garden City, L. I., N. Y.	Abraham & Straus
Hartford, Conn.	G. Fox & Co., Inc.
Hempstead, L. I., N. Y.	Abraham & Straus
Houston, Tex.	Foley's
Indianapolis, Ind.	L. S. Ayres & Company
Jackson, Miss.	The Emporium
Lake Charles, La.	The Muller Co., Ltd.
Las Vegas, Nev.	Ronzone's
Longview, Tex.	Perkins Bros. Co.
Manhasset, L. I., N. Y.	B. Altman & Co.
Memphis, Tenn.	Goldsmith's
Miami, Fla.	Burdine's
Milwaukee, Wis.	T. A. Chapman Co.
Minneapolis, Minn.	The Dayton Co.
Morristown, N. J.	M. Epstein, Inc.
Newark, N. J.	Hahne & Co.
Oklahoma City, Okla.	Kerr's
Omaha, Neb.	Thos. Kilpatrick & Co.
Orlando, Fla.	Dickson-Ives Inc.
Parkersburg, W. Va.	Dils Bros. & Co.
Paterson, N. J.	Meyer Brothers
Peoria, Ill.	P. A. Bergner & Co.
Philadelphia, Pa.	John Wanamaker
Phoenix, Ariz.	Korricks
Pittsburgh, Pa.	Gimbels Brothers
Richmond, Va.	Miller & Rhoads
Rochester, N. Y.	Sibley, Lindsay & Curr Co.
Roseburg, Ore.	Miller Mercantile Co.
Salisbury, Md.	Benjamin's
Schenectady, N. Y.	H. S. Barney Co.
South Bend, Ind.	George Wyman & Co.
Spokane, Wash.	The Crescent
Springfield, Ill.	The John Brossmer Co.
Springfield, Mass.	Forbes & Wallace
St. Joseph, Mo.	Hirsch Bros. Dry Goods Co.
St. Louis, Mo.	
Scruggs Vandervoort Barney, Inc.	
St. Paul, Minn.	Field Schlick, Inc.
Syracuse, N. Y.	Dey Brothers
Tulsa, Okla.	Seidenbach's, Inc.
Waco, Tex.	Goldstein-Migel Co.
Washington, D. C.	Woodward & Lothrop
White Plains, N. Y.	B. Altman & Co.
Wichita, Kan.	Buck's, Inc.
Wilmington, Del.	John Wanamaker
Youngstown, Ohio.	Strouss-Hirshberg Co.
Toronto, Ont., Canada	Eaton's of Canada

Let yourself go—to FRANCE!



Imagine staying in 13th century Château Mercuès—now one of the delightful, inexpensive Logis de France!



Learn in fragrant Grasse what makes France the perfume center of the world.

Yes, this is your year to discover that for gaiety and gracious living—there's just no place like France! Plan your trip with your travel agent today. For booklets, maps, etc.—write to Dept. R-5, Box 221, New York 10, N. Y.

**FRENCH GOVERNMENT TOURIST SERVICE**

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • NEW ORLEANS • MONTREAL

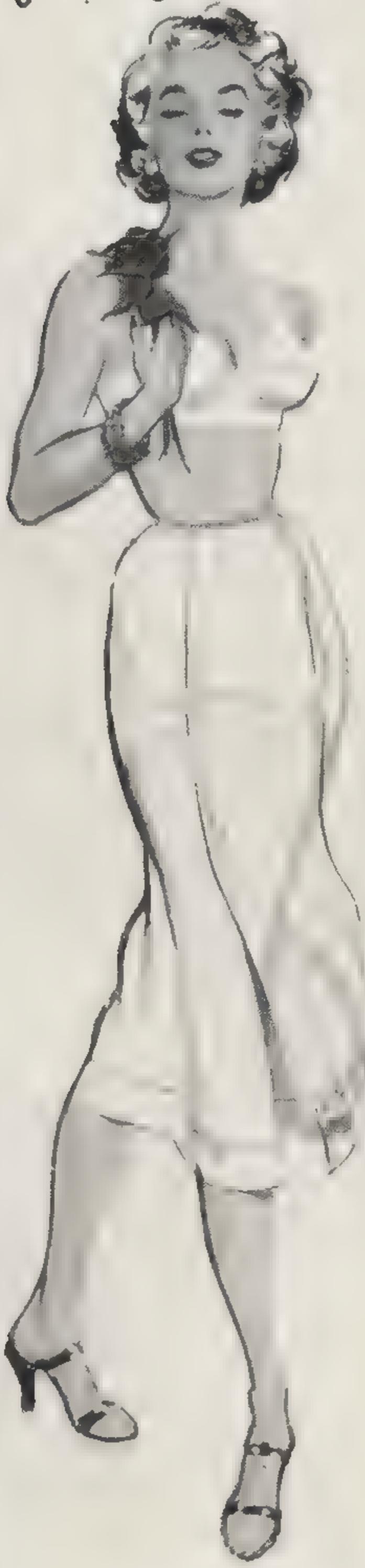


What treasures! Antiques...rare books...new art—in boutiques on every side street!



The buoyant spirit of Paris pervades colorful Montmartre—the gay Artists' Quarter.

designs  
for fashion



an original by  
**Munsingwear**

Your new fashion partner for the "siren" silhouette. Munsingwear's own sheath slip has a special *shadow-proof panel* that swings out at the knee for free and easy walking. Ideal with straight suits and the perfect under-cover for your summer sheers.

Pink or white. S.M.L.  
\$5.95

Also in extra large sizes  
\$6.50

Write Munsingwear, Inc.,  
Minneapolis, Minn.,  
for the stores nearest you.



## VOGUE PLANS A PATTERN WARDROBE

(Other views of Vogue Patterns on pages 106-111)



7951

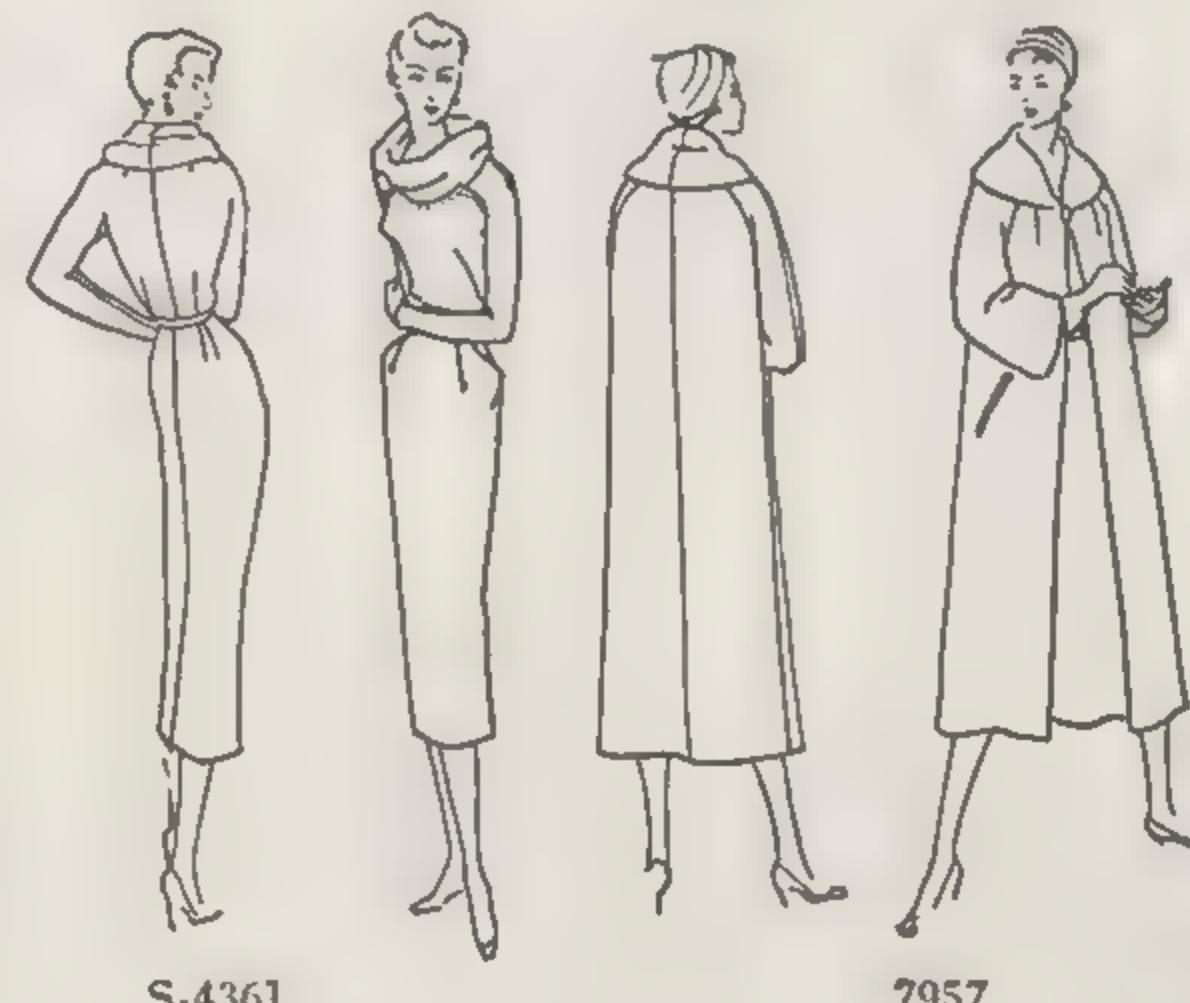
7953

**Right:** Dress and jacket. Pattern 734: sizes 12 to 20 (30 to 38). Size 16: 3 3/4 yds. 54" fabric. \$2.50.



739

**Right:** Dress and coat. Pattern S-4387: sizes 12 to 20 (30 to 38). Size 16: 5 1/4 yds. 39" fabric for dress and coat; 2 1/8 yds. 39" fabric for lining. Price, \$1.50.



S-4361

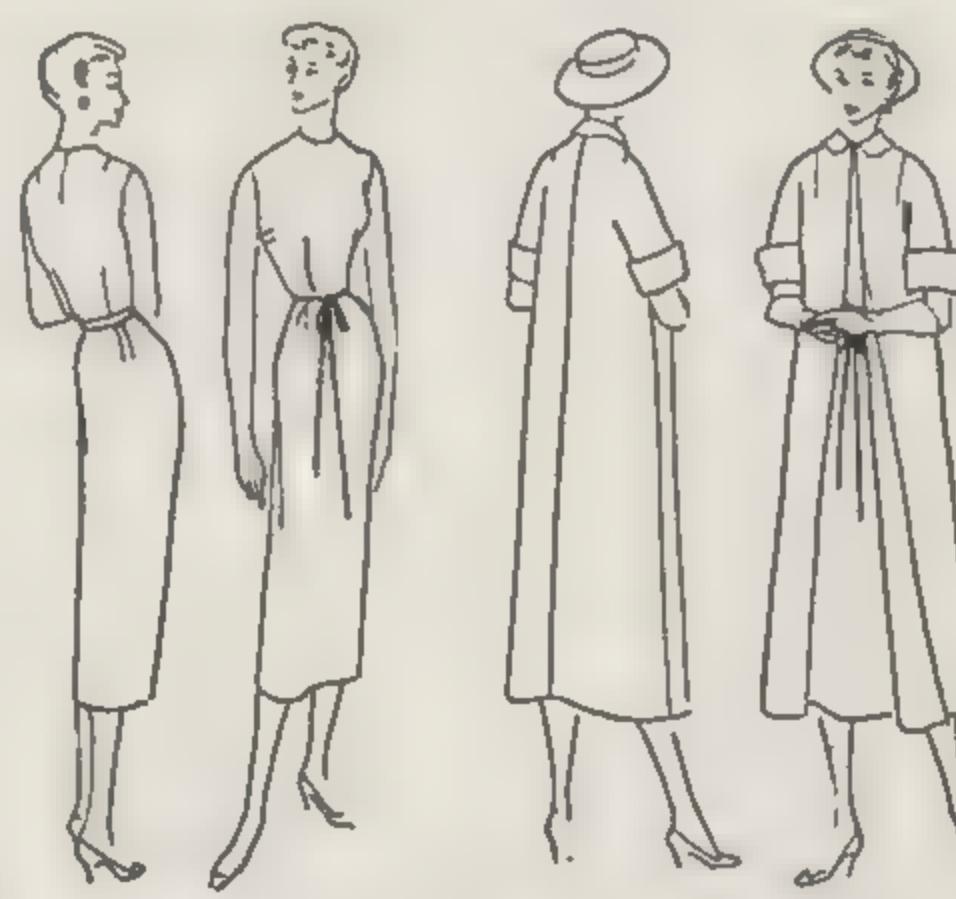
7957

**Left:** Jacketed evening dress. Jacket, Pattern 7953: sizes 12 to 20 (30 to 38), 40. Size 16: 2 5/8 yds. 35" fabric; 1 1/2 yds. 54" fabric for lining. Price 50c.  
"Easy-to-Make" dress, Pattern 7951: sizes 12 to 20 (30 to 38). Size 16: 2 1/2 yds. 35" fabric; 1 1/8 yds. 54" fabric for lining. Price 75c.



734

**Left:** Semi-fitted suit. Pattern 739: sizes 12 to 18 (30 to 36). Size 16: 2 3/4 yds. 54" fabric with nap for suit; 1 3/4 yds. 39" fabric without nap for lining; 2 1/2 yds. 39" fabric without nap for blouse. Price, \$2.50.



S-4387

**Left:** Slim coat and dress. Coat, Pattern 7957: sizes small (30-32), med. (34-36), large (38-40). Size 16: 3 5/8 yds. 54" fabric with nap. 75c.  
Dress, Pattern S-4361: sizes 12 to 20 (30 to 38). Size 16: 2 7/8 yds. 54" fabric. 7/8 yd. 39" fabric for collar insert. \$1.

in BRITAIN, stay at these

**HOTELS OF  
EXCELLENCE**



PERTHSHIRE, SCOTLAND

World-famous sports centre, on the threshold of the Scottish Highlands. Two magnificent golf courses. Indoor swimming pool... cinema... dancing.

**Welcombe Hotel**—Stratford-upon-Avon. Delightfully situated on land once owned by Shakespeare.

**Dornoch Hotel**—For a perfect holiday in the Scottish Highlands. Golf and other sports.

Before you leave for Britain, secure reservations for these and many other outstanding hotels in the Hotels Executive chain, through YOUR TRAVEL AGENT, or any British Railways office shown below:

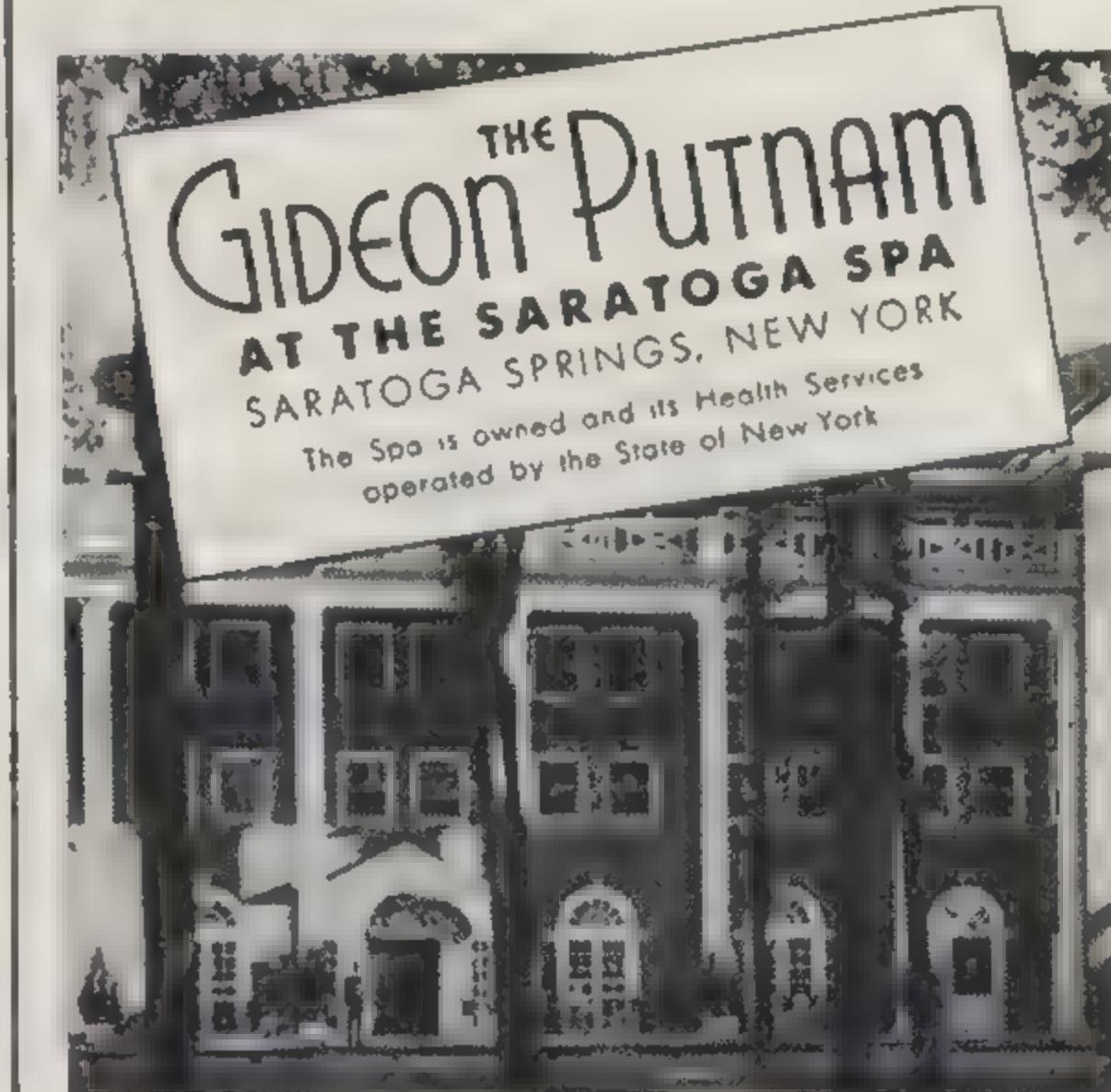
NEW YORK 20, N. Y., 9 Rockefeller Pl.  
CHICAGO 3, ILL., 39 So. La Salle St.  
LOS ANGELES 14, CAL., 510 W. 6th St.  
TORONTO, ONTARIO, 69 Yonge Street

**The HOTELS  
EXECUTIVE**

Even  
the  
**PINES**  
relax



Something in the mountain air about the Gideon says "C'mon—relax and let go!" The clean pine scent... the Adirondack freshness... whisper "Rest a bit—then rest some more." Ski, skate, sleigh awhile... gormandize or slenderize on food superb—Gideon style. Many prefer this time of year to take the Spa "Restoration Cure." Let buoyant, billowing mineral baths banish wear and tear... build you up for the holidays ahead. Roads always open to the Gideon. Privately operated. For reservations or free booklet, write Myron H. Wooley, Manager.



**THE GIDEON PUTNAM  
AT THE SARATOGA SPA**  
SARATOGA SPRINGS, NEW YORK  
The Spa is owned and its Health Services  
operated by the State of New York



She  
knows  
Dr. Laszlo

...and everyone knows Mrs. B. van W., the "Mrs. Society" whose gay parties are as famous as her sparkling complexion... a complexion supervised for years by the Erno Laszlo Institute of New York. At Saks Fifth Avenue, our customers continually tell us how thankful they are for their own glowing skins, ever since their complexion problems were turned over to Dr. Laszlo's scientific control. Now you, too, can know the same beauty program followed by famous faces the world over.

SAKS FIFTH AVENUE

NEW YORK · CHICAGO · BEVERLY HILLS  
DETROIT · MIAMI BEACH · PALM BEACH

FEBRUARY 15, 1953

## INVESTMENT: THE ENSEMBLE



KAREN RADKAI

**\$35**

FOR THE

BEIGE RAYON GABARDINE SHEATH DRESS AND CARDIGAN JACKET. BY McMULLEN. FABRIC BY BURLINGTON. AT BLOOMINGDALE'S; BURDINE'S;

**\$50**

FOR THE

BLACK LINEN MATCHBOX-JACKET SUIT; \$35. ITS OWN DOTTED BEIGE BLOUSE OF SILK PONGEE; \$15. BY IKE CLARK, AT THE FASHION; A. HARRIS.

**\$70**

FOR THE

MATCHBOX-JACKET SUIT OF CAMEL-COLOURED BOUCLE TWEED, WITH A MATCHING BLOUSE. IN JUNIOR SIZES; BY MOORDALE, AT BONWIT TELLER.

*Because:* This spring, especially, the ensemble look carries automatic fashion dividends—that's why so many dresses-with-jackets, suits-with-blouses in this issue of *Vogue*.

*Because*, too, a proved more-taste-than-money principle is: two or three pieces planned to go together make more of a wardrobe than an unrelated closetful.

*Above:* In pale beige (good colour investment) a sleeveless sheath dress; its wearability at least doubled by a matching cardigan jacket. *Below:* Two new matchbox-jacket suits with their own pretty blouses—each ensemble sometimes divisible into separates.

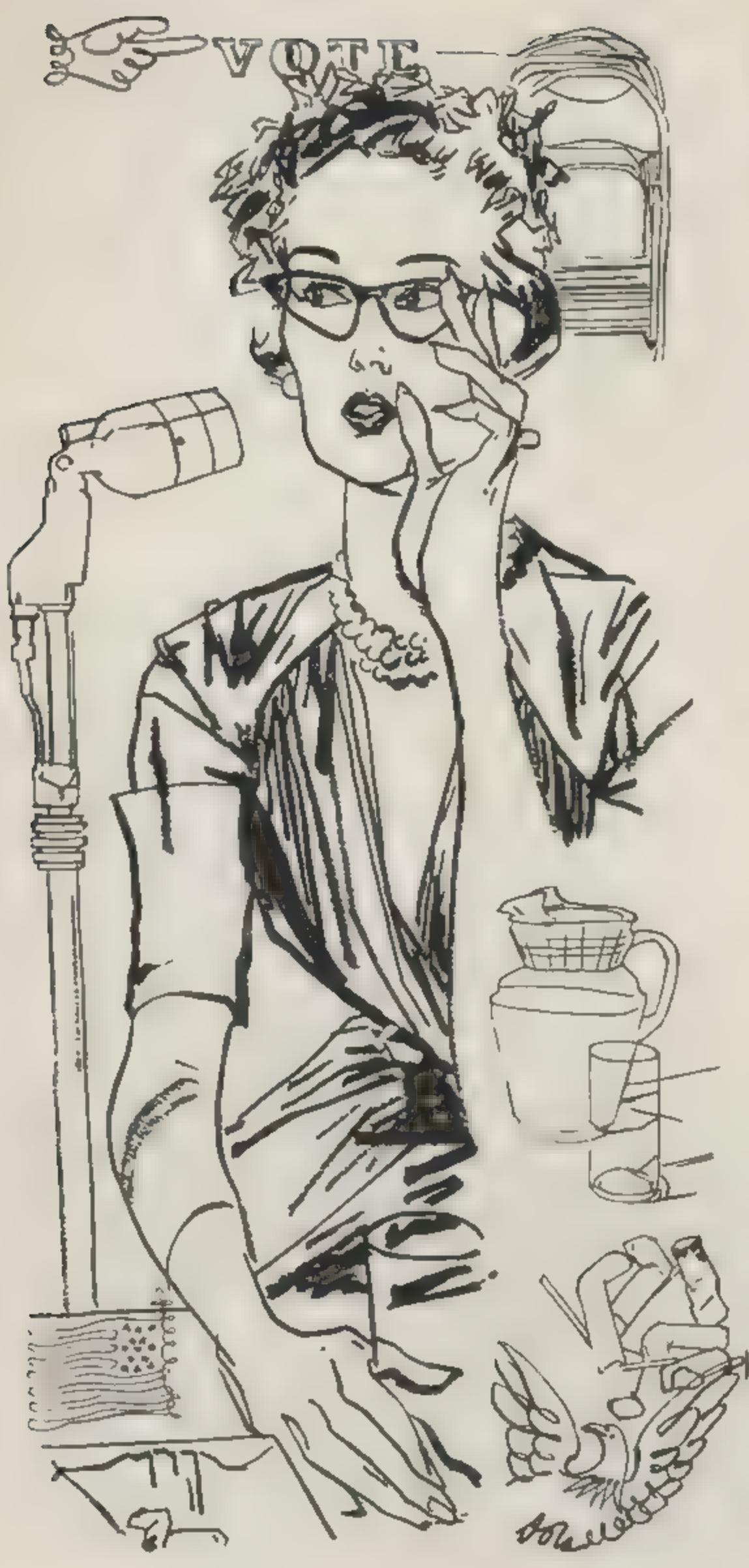


She  
knows  
Dr. Laszlo

...and everyone knows Miss G. A., ranking actress, whose famous face is beautiful before any spotlight. The secret of her radiance... beauty brought into focus by her special treatments at the Erno Laszlo Institute of New York. Our customers—like Miss G. A.—took the carefully devised "Skin Interviews." And day after day, they report new complexion laurels after using the scientifically controlled preparations recommended just for them by our Laszlo-trained consultants. Now you, too, can know the same beauty program followed by famous faces the world over.

SAKS FIFTH AVENUE

NEW YORK · CHICAGO · BEVERLY HILLS  
DETROIT · MIAMI BEACH · PALM BEACH



*She  
knows  
Dr. Laszlo*

**...and everyone knows Mrs. M.B.L.,**  
whose brilliant political  
speeches and fresh-looking,  
intelligent face are national  
familiars... a freshness that  
began with her "Invisible  
Consultation" analysis. This  
confidential report led to  
planned treatments under the  
direct guidance of Dr. Laszlo  
at the Erno Laszlo Institute of  
New York. At Saks Fifth Avenue,  
our customers attribute  
new-found skin beauty to this  
very same campaign of  
scientifically controlled  
complexion care. Now you, too,  
can know the same beauty  
program followed by famous  
faces the world over.

**SAKS FIFTH AVENUE**

NEW YORK · CHICAGO · BEVERLY HILLS  
DETROIT · MIAMI BEACH · PALM BEACH

## FASHION STRIP: NEW BLACK SHOES

Gleanings, here, from the crop of new black shoes for spring—many of them in shiny patent leather; many bare and banded, to show a pretty foot; all in the general category of the "not-merely-safe black shoe."



*Left:* Bands of patent leather and a very high heel—sandals by Paradise; \$15, at Woodward & Lothrop.



*Right:* To wear with slacks, for instance, flat shoes of patent leather and white kidskin; cubed heel. By Gustinettes; \$8, at Altman.



*Left:* Bare black patent leather shoes with a strap down one side—by Johansen; \$15, at Stern's.



*Right:* Four broad patent leather straps; a closed heel—these shoes by Tweedies; \$15.



*Left:* Bare black patent leather sandals with an overlaid pattern of mesh—by Carmellettes, \$13; Oppenheim Collins.



*Right:* Evening windings of patent leather, by Customcraft Originals; \$17. Ready March 1 at Jack Schaefer.



*Left:* Broad, up-curving bands of patent leather on shoes by Chandler. \$13, at Chandler's French Room, Chicago.

DRAWINGS BY  
VICTORIA PARKER AND  
FLORENCE KEVESON



*She  
knows  
Dr. Laszlo*

**...and everyone knows Miss H de W.,**

Fashion Editor, whose  
bailiwick is the Paris Couture  
salons, the American Designers'  
showrooms. You see her charming  
face everywhere, skin glowing  
and young beyond its years—  
thanks to scientifically controlled  
supervision at the Erno Laszlo  
Institute of New York. Here at  
Saks Fifth Avenue, our Laszlo  
customers keep showing us  
how much younger their skins  
look. From the individual  
"Progress Report" each lady  
submits to Dr. Laszlo at the  
Institute, come his carefully  
drawn conclusions, his personal  
guidance for every complexion.

**SAKS FIFTH AVENUE**

NEW YORK · CHICAGO · BEVERLY HILLS  
DETROIT · MIAMI BEACH · PALM BEACH

VOGUE incorporating Vanity Fair



*She  
knows  
Dr. Laszlo*

**...and everyone knows Dr. E. T.,**  
for her wonderful ways  
with children. They love her  
warmth, her glowing face . . . a  
face whose complexion she long  
ago confided to the care of  
the Erno Laszlo Institute of  
New York. At Saks Fifth Avenue,  
our customers come to  
us with time-to-time reports of  
growing skin loveliness, thanks to  
the progressive system of  
treatments—a basic principle  
of Dr. Laszlo's scientifically  
controlled complexion care.  
Now you, too, can know  
the same beauty program  
followed by famous faces.

**SAKS FIFTH AVENUE**  
NEW YORK • CHICAGO • BEVERLY HILLS  
DETROIT • MIAMI BEACH • PALM BEACH



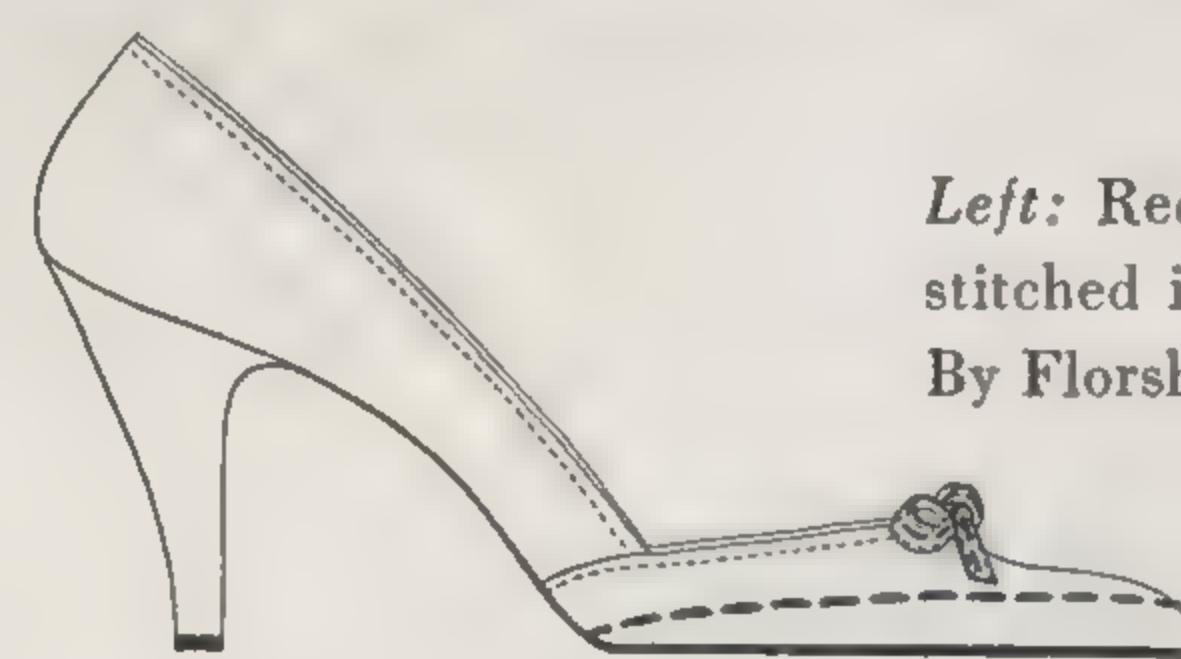
*Left:* Black suede opera pumps  
with a cut-out design. By Vitality;  
\$13, at The Paris Co., Salt Lake City.

*Right:* For country walking, black suede  
shoes; calfskin touches. By British Brevitts;  
\$17, at Famous-Barr; L. S. Ayres.



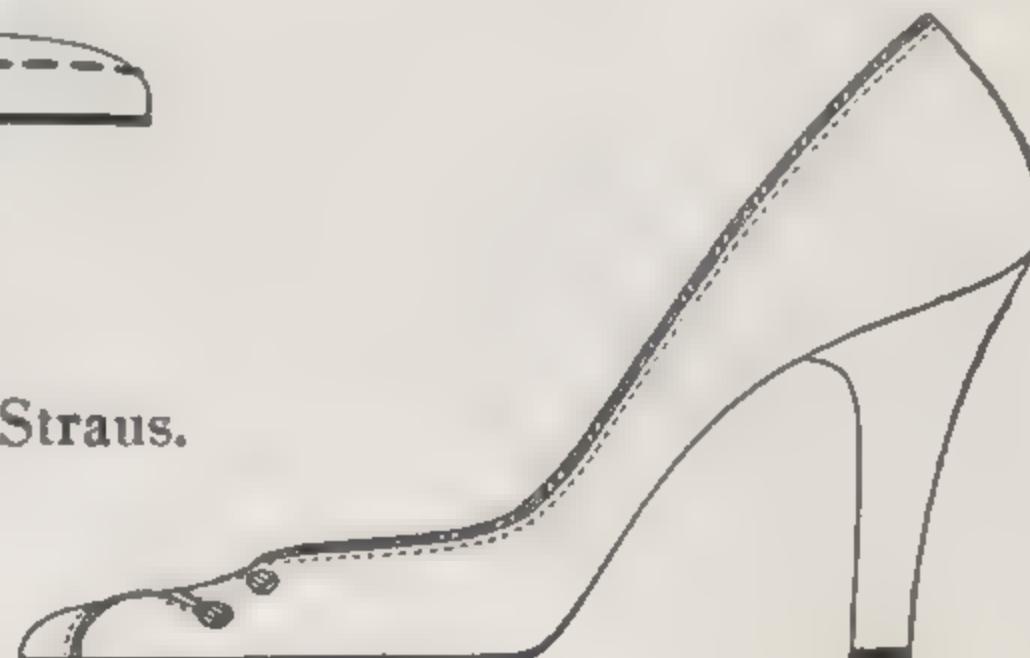
### FASHION STRIP: NEW CLOSED SHOES

For the woman who's looking for shoes with closed toes and heels, to wear in the city in the daytime, a glimpse of what's available—in many colours, with heels ranging from the delicate to the frankly solid.



*Left:* Red calfskin opera pumps  
stitched in black.  
By Florsheim, \$16. At McCreery's.

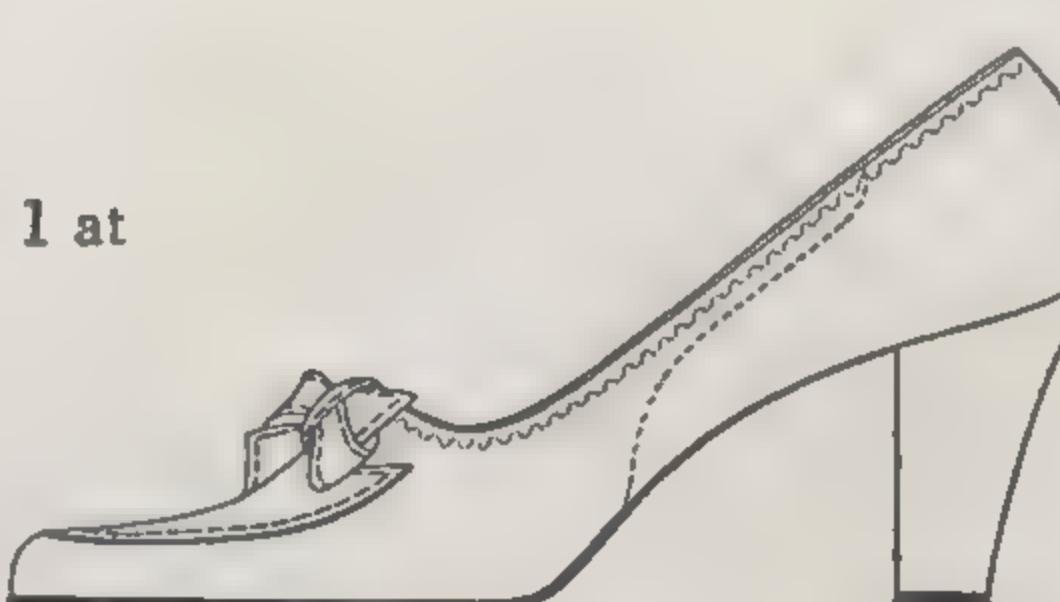
*Right:* High-heeled red calfskin  
opera pumps, with two tiny buttons.  
By Foot Flairs; \$10, at Abraham & Straus.



*Left:* Black suede opera pumps  
with a slight peak in front. By Barefoot  
Originals; \$16, at Bloomingdale's.



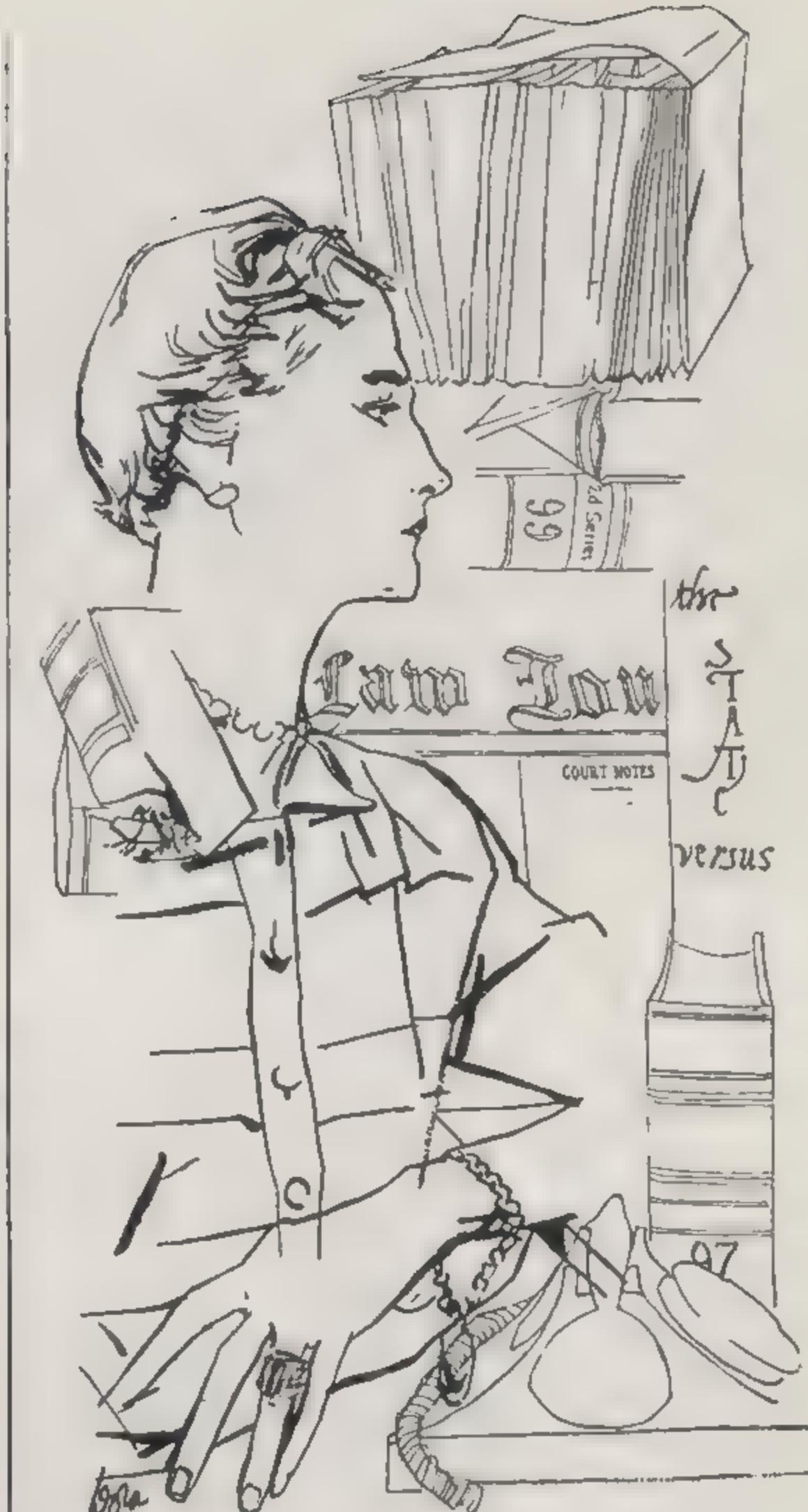
*Right:* Red leather suit pumps.  
By Foot Saver; \$20. Ready March 1 at  
Hochschild Kohn, Baltimore.



*Left:* Sand-coloured aniline calfskin  
opera pumps with white binding.  
By Red Cross; \$12, at Gimbel's.



*Right:* Red leather walking shoes  
with medium heels; bow ties.  
By Naturalizer, \$11.  
(Ready March 1.)



*She  
knows  
Dr. Laszlo*

**...and everyone knows Miss R. McC.,**

successful lawyer, whose  
courtroom wit is so eloquently  
underscored by her expressive  
face and clear skin . . . a skin  
under the supervision of the  
Erno Laszlo Institute since 1945.  
Here at Saks Fifth Avenue, our  
customers enjoy the new  
confidence that comes with a  
glowing new complexion after  
their introduction to the simple  
but effective steps of Dr. Laszlo's  
scientifically controlled  
techniques. These are planned to  
provide the right complexion  
care throughout a woman's life.  
Now you, too, can know the  
same beauty program  
followed by famous faces  
the world over.

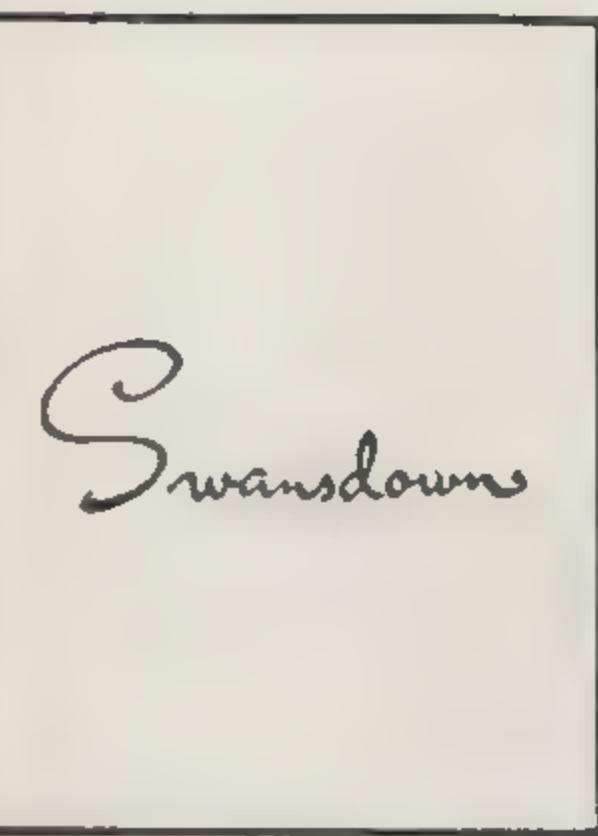
**SAKS FIFTH AVENUE**

NEW YORK • CHICAGO • BEVERLY HILLS  
DETROIT • MIAMI BEACH • PALM BEACH

# VOGUE'S BUYING GUIDE

Vogue's Buying Guide tells you where you can buy the merchandise advertised. Under each illustration is the page number where the merchandise is shown. To find where you can buy it, look up the stores listed in your state or city. The numbers opposite each store indicate the page numbers of the merchandise they carry. You will appreciate, of course, that it is impossible for a store to maintain a complete range of sizes and colors in stock at all times. Here are the stores selected by Vogue in shopping centers in every state. We'd like to list all stores, but space prevents. So if no store is given, write the advertiser to learn where his merchandise can be bought.

\*Asterisk denotes stores that sell Vogue Patterns.



2ND COVER

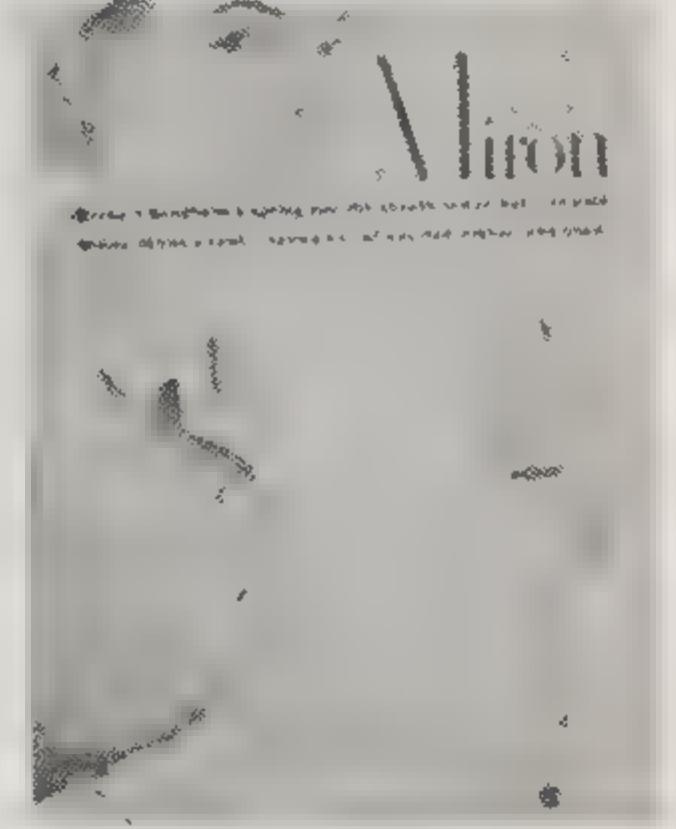
youngland



PAGE 8



PAGE 2



PAGE 9



PAGE 14



PAGE 19



PAGE 25



PAGE 27

## ALABAMA

BIRMINGHAM J Blach & Sons 41, 42, 43, 58, 4th C  
Burke Phillips\* 2, 8, 14, 21, 32, 53  
Kesslers 2nd C 25  
Loverman Joseph & Loeb\* 8, 12, 21, 36, 38, 41, 43, 58  
Odum Bowers & White 27, 28  
Louis Pizitz Dry Goods Co\* 8, 30  
MOBILE C J Gayfer & Co\* 2nd C, 8, 25  
L Hammel Dry Goods Co\* 2, 8, 19, 21, 41, 4th C  
Raphael 14

MONTGOMERY John Danziger 21  
The Fashion Shop 2nd C, 25  
Al Levy's 32, 36, 41, 43, 4th C  
Montgomery Fair\* 8, 36, 40  
A Nachman\* 2, 14, 28, 30, 41  
Nachman & Meertle 8, 19

## ARIZONA

GLOBE Lucilles 21  
PHOENIX Goldwaters\* 2nd C, 2, 8, 25, 41, 58, 4th C  
Korricks\* 8, 19, 21, 32, 36, 41, 53  
Diamonds 8, 41  
Walter Switzer Inc 28

TUCSON Levy's 2, 8, 12, 41, 43  
Albert Steinfield & Co\* 8, 19, 25, 36, 43, 58

## ARKANSAS

FORT SMITH Boston Store Dry Goods Co\* 21, 25, 27, 38, 4th C  
Titles Inc 2nd C, 19

LITTLE ROCK The Gus Bass Co\* 8, 19, 21, 41, 43  
The M C Cohn Co\* 8, 40, 41, 43, 58  
Pfeifers of Arkansas\* 2nd C 25, 32, 36, 53, 4th C

## CALIFORNIA

BAKERSFIELD Malcolm Brock Co\* 8, 21, 40, 41  
French Shop 18  
Weills 32  
Eggers 2nd C, 25

BERKELEY J F Hink & Son\* 8, 21, 35, 40, 43, 58  
Roos Bros 43, 4th C  
Wallace & Wallace 2nd C, 25

BEVERLY HILLS I Magnin & Co 2, 14, 34, 41, 43, 58, 4th C  
Saks Fifth Avenue 8, 18, 28, 41, 43, 58

Rothschild Beverly Hills\* 8, 28, 30, 40, 41, 43, 54, 58

FRESNO Bruckner's 2, 28

Coopers\* 8, 58  
E Gottschalk & Co\* 19, 21, 41, 58  
Rodgers Mademoiselle 14, 30, 36, 38, 41

Roos Bros 43

Strauss 2nd C, 25

GLENDALE Cameo Shop 25  
Webb & Co\* 8, 21, 4th C

LONG BEACH Bobby Sportswear 2nd C, 25

Bullets\* 8, 36, 40, 41, 43, 4th C

Schicks 2nd C, 25

LOS ANGELES Broadway Dept Store\* 8, 21, 27, 41, 54

Broadway Crenshaw\* 8, 21, 27, 41, 43, 54

Broadway Hollywood\* 8, 21, 27, 41, 43, 54

Broadway Westchester\* 8, 21, 27, 41, 43, 54

Bullocks\* 8, 18, 41, 43, 47, 53

Bullocks Wilshire 8, 41, 43, 58, 4th C

I Magnin & Co 2, 14, 30, 34, 41, 43, 58

The May Co\* 8, 21, 35, 36, 41, 43

J W Robinson\* 8, 25, 28, 30, 40, 41, 43, 54, 58

Silverwoods 2nd C, 41

OKLAND The H C Capwell Co\* 8, 21, 28, 36, 40, 41, 43, 54

Gray Shop 18, 43

I Magnin & Co 2, 30, 34, 41, 43, 58, 4th C

Joseph Magnin-Lindberg 26, 41, 58

Westbrook Womans Apparel 2nd C, 25

PASADENA Broadway\* 8, 21, 41, 43, 54

Bullocks Pasadena\* 8, 14, 18, 30, 41, 58, 4th C

I Magnin & Co\* 2, 34, 41, 43, 58

Helen Smith 2nd C, 25

SACRAMENTO Bon Marche 2nd C, 25, 28, 41, 58

Jos Magnin 26, 41, 58, 4th C

Weinstock Lubin & Co\* 2, 8, 30, 32, 41, 53

SAN BERNARDINO The Harris Company\* 8, 28, 36, 41, 47

SAN DIEGO The Marston Co\* 2nd C, 2, 8, 25, 40, 41, 43, 58, 4th C

Hatters 32, 34, 41, 43, 58

SAN FRANCISCO City of Paris D G Co\* 8, 21, 28, 32, 33, 41, 43

The Emporium\* 8, 21, 28, 36, 43, 53

H Liebes & Co 8, 9, 41, 43, 58

Livingston Bros 23, 41, 43, 58

Macy's San Francisco\* 8, 41, 42, 43, 58

I Magnin & Co 2, 14, 30, 34, 41, 43, 58

Jos Magnin 26, 28, 41, 58, 4th C

Ransohoffs 9, 41, 43, 58

Roos Bros 43, 54

Saks Fifth Avenue 18

The White House\* 8, 19, 21, 41, 54

SAN JOSE Appletons 2nd C, 41, 58

Blums 2, 8, 21, 25

SANTA BARBARA I Magnin & Co 2, 34, 41, 58

Penningers 54

Lou Rose 41, 58, 4th C

Silverwoods 2nd C

STOCKTON The Brown House 41

Smith & Lang\* 41

Katten & Mareno 2nd C, 25, 35, 58

The Wonder 30

## COLORADO

COLORADO SPRINGS Daniels & Fisher Stores Co\* 2, 43, 53

Kaufmans 2nd C, 9, 41, 43, 58

Montaldo 41

Daniels & Fisher Stores\* 2, 8, 21, 43

Gandy Downs 2nd C, 41

The May Company\* 8, 30, 34, 41, 43, 58

Montaldo 41, 58

Neustadt 8, 25, 41, 43, 58

Denver D G Co\* 8, 19, 27, 36, 41, 43, 58

4th C

PUEBLO Crews Beggs Dry Goods\* 21, 36, 40

4th C

## CONNECTICUT

BRIDGEPORT The Howland Dry Goods Co 35, 47, 53

The D M Read Co\* 8, 28, 30, 32, 41, 43, 58

4th C

GREENWICH Franklin Simon 41, 58

HARTFORD Brown Thomson 35

G Fox & Co\* 2, 8, 12, 14, 30, 41, 43, 58

4th C

SAGE Allen & Co\* 2nd C, 8, 21, 25, 42, 43, 53

A Steiger 28

NEW HAVEN Esthers 25, 4th C

Hamilton & Co 2, 30, 41, 58

The Edward Malley Co\* 8, 43, 53, 58

STAMFORD The French Shop 2, 28, 34

Ethel Allan 4th C

Donald Murphy 58

Donistell & Martin 2nd C

C O Miller Co 43, 58

WATERBURY Forester Inc 25, 4th C

Grieve, Bisset & Holland 2nd C

Howland Hughes Co 8, 35, 41

Musler Liebeskind 21, 43

## DELAWARE

WILMINGTON Crosby & Hill\* 21, 26, 42, 43

Bird Speakman Inc 41, 58, 4th C

Kennard Pyle Co 2nd C, 25, 41

Braunsteins 2, 36, 41

4th C

## DISTRICT OF COLUMBIA

Julius Garfinkel & Co 2, 8, 28, 43, 58, 4th C

The Hecht Company\* 8, 21, 25, 36, 41, 43

4th C

Frank R Jeileff 30, 41, 43, 58

Leo Schear\* 21, 32, 41, 58

The Wells 2nd C

FORT WAYNE Fishmans 2nd C, 25

Earl Groth & Co 43

Hutner's Paris 19, 26

Wolf & Dessauer\* 2, 8, 14, 18, 30, 36, 41, 43, 58

**OMAHA** The Aquila 41  
J L Brandeis & Sons\* 8, 14, 21, 30,  
32, 35, 36, 41, 53  
Carmans 19, 26, 35  
Goldstein Chapmans 28  
Fred & Clark Haas 18, 42  
Thomas Kilpatrick & Co\* 2, 8, 43, 47,  
58, 4th C  
Herzbergs 2nd C, 25, 41, 43

**NEVADA**

**RENO** Gray Reid Wright\* 8, 27, 36  
Jos Magnin 2, 26, 28, 41, 4th C

**NEW HAMPSHIRE**

**MANCHESTER** James W Hill Co\* 36  
Leavitt Stores 35  
Pariseaus 2nd C

**NEW JERSEY**

**ATLANTIC CITY** M E Blatt Co\* 35, 42, 43  
Grammy Dress Shop 2nd C  
Homburgers 2, 28, 30, 41, 43, 58,  
4th C  
**EAST ORANGE** Doops 2, 28, 43, 4th C  
R H Muir\* 8, 21, 43  
**ELIZABETH** R J Goerke Co 2nd C, 8, 41,  
43, 47  
Levy Bros\* 12, 21, 28, 41, 42  
**MORRISTOWN** Bamberger\* 36, 41, 43  
Crane\* 43  
**NEWARK** L Bamberger Co\* 2nd C, 8,  
38, 40, 41, 42, 43, 58  
Hahne & Company\* 2, 8, 25, 28, 30,  
36, 41, 43, 4th C  
Kresge Newark\* 8, 26, 32, 41, 43, 58  
**PASSAIC** Wechsler\* 30, 43, 4th C  
**PATERSON** Meyer Brothers\* 8, 21, 25,  
36, 43  
Quackenbush Co 41, 42, 54  
**PLAINFIELD** Tepper Brothers\* 2, 41,  
42, 43, 4th C  
Claire Williams 2nd C  
**SUMMIT** Fashion Center 2nd C, 21  
Lillian O'Brady 2  
**TRENTON** S P Dunham 8, 36, 42  
Nevius Voorhees Co\* 2nd C, 25, 42,  
43, 4th C  
Swern & Co\* 21

**NEW MEXICO**

**ALBUQUERQUE** Bartley Shop 18  
Kistler Collister\* 2nd C, 25, 43  
Tomlinsons 9

**NEW YORK**

**ALBANY** Flahs 41, 54  
Honigbaums 2, 18, 41, 58, 4th C  
John G Myers Co 35, 36, 43  
Sherrys 2nd C, 25  
W M Whitney Co\* 30, 41  
**BINGHAMTON** Drazens 2  
Fowler Dick & Walker 8, 28, 43  
Hill, McLean & Maskins\* 2nd C, 8,  
25, 36, 54, 58  
Sisson Bros Welden Co 40, 43, 53,  
4th C  
**BROOKLYN** Abraham Straus\* 2, 8, 12,  
14, 25, 36, 41, 43, 53, 58  
Martins 2nd C, 8, 18, 27, 41, 43  
**BUFFALO** J N Adam Co\* 8, 19, 27, 41  
Adam Meldrum & Anderson\* 8, 28,  
43, 53  
L L Berger 8, 14, 30, 41, 43, 58,  
4th C  
Flint & Kent\* 8, 32, 41, 43  
The Wm Hengerer Co\* 2nd C, 8, 21,  
25, 36, 41, 42, 43, 54, 58  
Oppenheim Collins 41, 43  
**ELMIRA** Cameo Shops 25  
The Gorton Co\* 8, 30, 32, 41, 42,  
43, 58, 4th C  
S F Izard Co 41, 53  
E Hazel Murphy Dress Shop 2nd C  
**GLOVERSVILLE** Argersingers 2nd C  
**HUDSON** Orchard Dress Shop 4th C  
**ITHACA** Rothschild Bros\* 2nd C, 21, 25,  
36, 41, 43  
**NEW ROCHELLE** Rosalle 2nd C 25  
**NEW YORK** B Altman Co\* 2nd C, 8, 43  
Arnold Constable & Co 35, 40, 41, 43  
Bergdorf Goodman Co 2, 27, 41, 43  
Henri Bendel Inc 41, 43  
Best & Company 41, 43  
Bloomingdale\* 8, 9, 12, 14, 21, 36,  
41, 43, 58  
Bonwit Teller 34, 41, 43, 54, 58  
A DePinna Co 8, 54, 58  
Gimbel Bros\* 12, 21, 36, 41, 43, 53  
Gunther Jaekel 41  
Jay Thorpe 41, 43  
Lane Bryant 21, 41  
Lord & Taylor\* 8, 30, 34, 41, 43, 58,  
4th C  
Macy's 41, 43  
James McCrery\* 12, 21, 36, 41, 43  
James McCutcheon\* 43  
H Milgrim Bros 41, 43  
Oppenheim Collins 41, 43  
Saks Fifth Avenue 8, 18, 28, 41, 43,  
58  
Saks 34th St 35, 41, 43, 47  
Franklin Simon 8, 12, 41, 43, 58  
Stern Bros\* 36, 38, 41, 43  
The Tailored Woman 41, 43  
John Wanamaker\* 8, 25, 32, 36, 41,  
43  
**NIAGARA FALLS** J N Adam\* 19, 41  
Jenss Bros 2nd C, 8, 30, 42, 43, 53  
Wellesley Shop 25, 4th C  
**POUGHKEEPSIE** Luckey Platt Co\* 21, 41  
Poughkeepsie Up To Date 2nd C, 25  
**ROCHESTER** B Forman Co 2, 8, 25, 32,  
41, 43, 58  
McCurdy & Co\* 8, 30, 32, 41, 54  
Promansky 18  
Sibley Lindsay & Curr Co\* 2nd C, 8,  
21, 27, 36, 40, 41, 53, 4th C  
**SCHEECTADY** H S Barney Co\* 8, 21, 41  
Carl Co 43  
The Wallace Co 8, 25, 36, 41, 58  
The Imperial 2, 30  
**SYRACUSE** The Addis Co 2nd C, 14, 25,  
30, 32, 41, 43  
C E Chappell & Sons\* 8, 38, 43, 58  
Dey Bros & Co\* 8, 21, 27, 36  
E W Edwards\* 8, 36, 41  
Flah Co 2, 8, 41, 54, 4th C  
**TROY** Freats\* 25, 32, 35, 43  
W P Herbert 4th C  
**UTICA** Doyle Knover Co 2nd C, 25, 43  
Fleming and Hyde 18  
J B Wells & Son Co\* 36, 41  
**WHITE PLAINS** L A Schulman Inc 2, 41,  
43

**NORTH CAROLINA**

**ASHEVILLE** Bon Marche\* 2nd C, 21, 25,  
41, 42, 43  
Carrol & Co 2, 38  
Ivey's 8, 19, 28, 30, 32, 41, 53  
M V Moore & Co 18, 4th C  
**CHARLOTTE** Bell Bros\* 25, 32, 41, 42,  
47  
Elders Dept Store 8, 41  
J B Ivey & Co\* 8, 18, 19, 41, 43, 53,  
58  
Montaldo 2, 27, 28, 41, 43, 58,  
4th C  
Purcells 2nd C  
**DURHAM** R I Baldwin Co 30, 41  
Ellis Stone & Co\* 2nd C, 25, 32, 36,  
41, 53, 4th C  
**GREENSBORO** Ellis Stone & Co\* 32, 38,  
41, 53  
Meyers Dept Stores 36, 41  
Montaldo 2, 27, 28, 41, 43, 58, 4th C  
**HIGH POINT** Tobias Inc 2nd C  
Boylan Pearce\* 8, 41  
Ellisberg 2nd C, 2, 18, 25, 4th C  
Ivey Taylor Co 8, 28, 38, 40, 41, 43,  
53  
Jeans of Raleigh 14, 30  
**WINSTON SALEM** Anchor Co 36, 41  
Arcade Fashion Shop 2nd C, 25, 30  
Montaldo 2, 27, 28, 41, 43, 58, 4th C  
Sosnits Thalhimers\* 8, 43, 58

**NORTH DAKOTA**

**FARGO** Herbst 2nd C, 25  
Rose Shop 2, 4th C  
**GRAND FORKS** R B Griffith\* 19, 42  
**OHIO**

**AKRON** The M O'Neill Co\* 2, 8, 21, 34,  
36, 41, 43, 4th C  
The A Polsky Co\* 8, 25, 40, 41, 43,  
53, 54

**CANTON** The Halle Bros Co 36, 41, 42,  
43

Kobackers 2nd C  
The Parisian 41

**CINCINNATI** The Gidding Co 26, 41,  
4th C  
Jenns 25, 41, 58  
The Lawton Co 26, 41, 43  
Mabley & Carew 8, 41, 43, 53, 54, 58  
H & S Pogue Co\* 2nd C, 2, 8, 32, 41,  
43  
The John Shillito Co\* 8, 9, 30, 36, 41,  
43, 58  
Todd Brothers 18  
**CLEVELAND** The Halle Bros Co\* 2, 8, 9,  
32, 41, 42, 43, 53, 58  
The Higbee Co\* 8, 25, 28, 41, 43,  
54, 4th C  
Engel-Fetzer 2nd C  
Sterling Lindner Davis\* 8, 14, 18, 30,  
43  
The May Co\* 8, 21, 36, 40, 43  
Wm Taylor & Sons\* 8, 43  
**COLUMBUS** Col\* 58  
Fashion Co 32, 41  
French Shop 18  
F & R Lazarus\* 8, 26, 28, 30, 34, 36,  
41, 43, 58, 4th C  
Madisons 41, 43  
Montaldo 2, 28, 41, 43, 58  
Morehouse Martens\* 8, 19, 27, 32, 53  
Roberts Cloak House 2nd C, 25  
**DAYTON** Bourne 18  
The Elder & Johnston Co\* 2nd C, 8,  
14, 21, 30, 32, 36, 43  
Leon Frank 40  
The Rike Cumler Co\* 8, 40, 41, 43,  
53, 58, 4th C  
Lima T G Gregor\* 36, 43, 4th C  
Gus Holstine Dry Goods 40  
**MANSFIELD** H L Reed\* 43  
**SPRINGFIELD** Phillips 2nd C, 25  
Edward Wren Store\* 8, 32, 36  
**STEUBENVILLE** The Hub 30, 41, 53  
Hal Lewis Inc 2, 41, 4th C  
Reiners Inc 2nd C, 25  
**TOLEDO** The Lamson Bros Co\* 2nd C, 8,  
19, 21, 25, 41  
The LaSalle & Koch Co\* 2, 8, 14, 18,  
30, 36, 40, 41, 43, 53, 4th C  
**YOUNGSTOWN** Charles Livingston & Sons  
2nd C  
The M McKelvey Co\* 8, 21, 25, 32,  
36, 41, 43, 53  
Strauss Hirshberg Co\* 41, 43, 4th C  
**OKLAHOMA**

**OKLAHOMA CITY** John A Brown Co\* 8,  
25, 27, 36, 38, 53, 58  
Halliburton's\* 2nd C, 8, 32, 40  
Kerr's Inc\* 2, 58, 4th C  
Rothschilds 30, 41, 58  
**TULSA** Brown Dunkin Co\* 8, 27, 36, 38,  
41, 58  
Dorothy 58  
Seidenbachs 2, 25, 28, 41, 4th C  
Vandevers\* 2nd C, 21, 32, 43

**OREGON**

**EUGENE** Kaufman Bros 2nd C, 30, 41  
Millers\* 25, 41  
Russells 2, 32, 41, 53, 58, 4th C  
**PORTLAND** Charles F Berg 25, 27, 38,  
41, 54  
Lipman Wolfe & Co\* 2nd C, 19  
Meier & Frank Co\* 2, 8, 21, 30, 35,  
36, 40, 41, 43, 53, 58  
Olds Worman & King\* 32  
Nicholas Ungar 41, 4th C  
SALEM Millers\* 35, 36, 40, 43

**PENNSYLVANIA**

**ALLENSTOWN** Hess Brothers\* 2nd C, 2,  
8, 25, 30, 41, 42, 53, 54, 58, 4th C  
Alfred Holman 8  
H Lee 28, 42

**BETHLEHEM** Bush & Bull\* 21, 43  
**EASTON** Lubach Bros\* 8, 21, 30, 42  
**ERIE** Erie Dry Goods Co 8, 18, 32, 36,  
40, 53, 58  
The Halle Bros Co 8, 41, 42, 43, 58,  
4th C  
Trash Prescott & Richardson\* 2nd C,  
19, 21, 25, 38, 41  
**HARRISBURG** Bowmans Dept Store\* 8,  
30, 53  
Feller 2nd C, 25  
Pomeroy's 8, 21, 41, 58  
Mary Sachs 2, 8, 18, 28, 32, 43, 4th C  
**JOHNSTOWN** Gossler Bros 2nd C, 26, 36,  
38, 41  
**LANCASTER** M T Garvin & Co 2nd C, 47  
Hirsch Bros\* 19, 42, 43, 53  
Hertzler 25  
Mary Sachs 2, 18, 4th C  
Watt & Shand\* 8, 21, 54  
**MCKEESPORT** Coxs 2nd C, 25, 26  
Katzman Inc 2, 41, 4th C  
**NEW CASTLE** Strauss Hirshberg Co 41,  
43, 4th C  
Temple Shop 2nd C

**PHILADELPHIA** Best & Company 41, 43  
The Blum Store 2, 27, 41, 43, 54, 58  
Bonwit Teller 41, 43, 54, 58  
Deweese 41, 54  
Gimbels Brothers\* 8, 21, 34, 36, 41  
Saks Fifth Avenue 34, 41, 43, 47  
Oppenheim Collins 41, 43  
Straubridge & Clothier\* 8, 9, 26, 30,  
40, 41, 43, 53, 58  
John Wanamaker Phila\* 8, 25, 32, 36,  
41, 42, 43, 54, 4th C  
**PITTSBURGH** Adeles 41  
Boggs & Buhl\* 21  
Frank & Seder 2nd C, 41  
Gimbels Bros\* 28, 34, 35, 36, 41, 43,  
53  
Joseph Horne Co\* 2, 8, 9, 27, 32, 40,  
41, 42, 43, 4th C  
Kaufmans\* 8, 14, 21, 30, 36, 41,  
42, 43  
Rosenbaum Co 25  
Saks Fifth Avenue 18, 41, 43, 58  
**POTTSVILLE** Casters 4th C  
**READING** The Jeannette Shop 2nd C,  
4th C  
Pomeroy's 8, 19, 53, 58  
C K Whitner Co\* 42, 43

**SCRANTON** Cleland Simpson Co\* 2, 8,  
21, 30, 43, 4th C

Florence Hinerfeld Dress Shop 18  
**WASHINGTON** Charles Gessner 2nd C  
Hal Lewis Inc 2, 41, 4th C  
**WILKES-BARRE** Fowler Dick & Walker\*  
8, 25, 30, 41, 43, 53  
Isaac Long 2nd C, 8, 42, 43  
Pomeroy's 21, 32, 58  
**YORK** Charles H Bear & Co\* 21, 30  
S Grumbacher & Son 8, 40, 41, 53  
Jacks 2nd C

**RHODE ISLAND**

**NEWPORT** The William Leys D G Co  
2nd C, 25

**PROVIDENCE** Callender McAusland &  
Troup 21, 32, 36

Cherry & Webb Co 2nd C, 25, 41, 43  
Gladdings 2, 8, 41, 42, 43, 4th C  
Shepard Company\* 8, 30

**SOUTH CAROLINA**

**CHARLESTON** Daisy Beglin Shop 4th C  
Davison's Fashion Shop 2nd C

Kerrisons\* 8, 30, 41, 53

Rosalie Meyers 18

**COLUMBIA** Belk Dept Store\* 8, 58  
Davison Paxon Co 8, 30, 36, 41

Haltiwangers 2nd C, 14, 25  
Lisbeth Wolfe 2, 58, 4th C

**GREENVILLE** Bell Simpson\* 8, 40, 47,  
58

Ivey Keith Co 8, 27, 41, 53  
Meyers Adel Co\* 2nd C, 8, 38, 41

Palton Timp & Bryce 30, 32

**SPARTANBURG** Belk Hudson 2nd C  
Aug W Smith\* 8, 25, 28, 36, 38, 42

**SOUTH DAKOTA**

**SIOUX FALLS** Faintle Bros\* 8, 36, 41,  
42, 4th C  
Shriver Johnson Co 2nd C, 35, 40,

**Retail Shoe Stores, in Addition to the Stores Listed in the Buying Guide,  
Where You Can Find the Shoes Advertised in This Issue of Vogue.**

**MADAMOISELLE**  
Page 30 Key A

**BRITISH WALKERS**  
Page 48 Key F

**FOOTSAVER**  
Page 32 Key B

**FLORSHEIM**  
Page 12 Key G

**RED CROSS**  
Page 36 Key C

**JOHANSEN**  
Page 38 Key H

**DELMANETTE**  
Page 27 Key D

**I. MILLER**  
Page 14 Key I

**CUSHIONIZED**  
Page 47 Key E

**HAYMAKERS**  
Page 28 Key J

**ALABAMA**  
AUBURN Charles Shoe Salon D  
DOOTHAN Baxter's D  
MOBILE Damitch G, A, C  
Ralph's D  
MONTGOMERY Jay's D  
TUSCALOOSA Duglin's A

**ARIZONA**  
PHOENIX R. C. Burton I  
Hann's A  
Lewis Salon Shoes D, H  
TUCSON Gordon Shoe Store C  
Guild House I  
Lewis Salon Shoes H  
Mode Shoe Shop D

**ARKANSAS**  
FORT SMITH Rose Slipper Shop D  
LITTLE ROCK I. Kemper I

**CALIFORNIA**  
ARLINGTON C. C. Strohmeier E  
BERKELEY Layton A  
FRESNO Reliable Shoe Co. B  
HOLLYWOOD Ferguson's Red Cross Shoes C  
Mandels of California J  
HUNTINGTON Barnett's J  
INGLEWOOD Barnett's J  
LONG BEACH Guild House I  
Jacob's Footwear A  
Quality Boot Shop B  
LOS ANGELES Gude's F  
Haggarty A  
Lindner Salon I  
Innis Shoe Co. B  
Wetherby-Kayser G, H  
MONTROSE Hales J  
OAKLAND H. C. Capwell J  
NO. HOLLYWOOD Johnston's Shoe Store J  
PASADENA Foot Builders E  
Huglin's F, J  
Innis Shoe Co. B  
SACRAMENTO Dr. M. W. Locke B  
I. Miller Salon I  
SAN BERNARDINO Florsheim Shoe Store G  
SAN DIEGO Boldrick's B  
Streicher's Shoes C  
SAN FRANCISCO Sommer & Kauffman F  
Southwick Foot Relief E  
SANTA ANA Newcomb's Shoe Store H  
SANTA BARBARA Michel Levy J  
SANTA MONICA L. B. Hackleman J  
VALLEJO Higgins Shoe Co. H

**COLORADO**  
COLORADO SPRINGS Cox Bros. I  
Vorhes Shoes A, B  
DENVER Fontius Shoe Co. B, H, J  
Lorber Shoe Store C  
Stines Footwear Shoes E  
GRAND JUNCTION Pautuso's D

**CONNECTICUT**

GREENWICH Favorite Shoes J  
HARTFORD Hamilton-Lapp C  
I. Miller I  
Stein's Bootery E

NEW HAVEN Hamilton-Lapp C  
Gerald Roberts J

STAMFORD L. Spelke A  
Stuart Shoe Co. C

WATERBURY Musler Leibeskind H  
I. Solo Shoes C

**DELAWARE**

WILMINGTON Hylander's A, B, J

**DISTRICT OF COLUMBIA**

WASHINGTON Artcraft Footwear F  
Wm. Hahn & Co. G  
I. Miller Salons I  
B. Rich's Sons B

**FLORIDA**

DAYTONA BEACH Johnson's Walkover J  
FORT LAUDERDALE Bias & Krut B  
JACKSONVILLE Levy's Bootery D  
Lindell Shoe Stores H  
LAKELAND Ed. Macy Shoe Salon D  
MIAMI Cowen's Shoe Store C  
Guild House I  
Hartley's F, J  
Selby's D  
MIAMI BEACH Florida Shoe Co. C  
Guild House I  
Dr. Locke Foot Saver Shoes B  
ORLANDO Bayham Shoe H

**PENSACOLA** Cindy's Shoe Salon D  
**QUINCY** J. S. Shaw E  
**ST. PETERSBURG** Barnes Footwear C  
Carpenter I  
Liddy's X-Ray Shoe Store B, J  
**SARASOTA** F. Walden I  
Warren's D  
**TALLAHASSEE** Miller's A  
**TAMPA** Maas Bootery D  
Viola Todd J  
**WEST PALM BEACH** Brice E  
Guild House I  
Shelby D

**GEORGIA**  
**ATLANTA** Thompson, Boland & See G, E  
**AUGUSTA** Lively & Brinson D  
**COOMBUS** Miller Taylor I, J  
**MACON** Arnold Shoe J  
**SAVANNAH** Globe Shoe A, H  
B. H. Levy Bootery D

**IDAHO**  
**LEWISTON** Fairley's H & H Bootery D

**ILLINOIS**

**AURORA** Wagner's G  
**CHAMPAIGN** J. J. Sholem B  
**CHICAGO** Robert Allen C  
Brook's Bros. D  
Blossom Shoe Store G  
Jay's Shoe Stores E  
I. Miller Salon I  
**DIXON** Bowman Bros. B  
**EVANSTON** Vose's Bootery B  
**JOLIET** F. E. Marsh B  
**MOLINE** Schwenker & Mougin G  
**OAK PARK** T. F. Fanning B  
**QUINCY** N. Heintz & Sons F, I  
**ROCKFORD** Bowman Bros. B, C  
**ROCK ISLAND** Kent Shoes G  
**WAUKESHA** Cohn's D, H

**INDIANA**

**COLUMBIA CITY** Flox Department Store E  
**CRAWFORDSVILLE** Weir's Shoe Store E  
**ELKHART** Rapp Co. E  
**EVANSVILLE** Bayham Shoe Co. H, C  
Bob Becker A  
**FOXBORNE** M. & N. Shoe Store H  
Talbert, Inc. B  
**GARY** Sax Fine Footwear H  
**INDIANAPOLIS** Peacock Shoe Shop H  
I. Strauss J  
**MARION** L. & H. Shoe Co. I  
**RICHMOND** Risley's B  
**SOUTH BEND** Kuehn's B

**IOWA**

**CEDAR FALLS** Krall's E  
**DAVENPORT** Abraham's H  
**DES MOINES** DeArcy's Boot Shop H  
Livingston's E  
**IOWA CITY** Domby Boot Shop F, H

**KANSAS**

**DODGE CITY** Burke's Shoes H  
**TOPEKA** Robinson Shoe Store C  
**WICHITA** Head Shoe Co. G

**KENTUCKY**

**LEXINGTON** Bayham Shoe Store C  
Phillips Shoe Co. F  
Meyer's J  
**OWENSBORO** Andersons G  
**PADUCAH** Bayham Shoe Co. H

**LOUISIANA**

**NEW ORLEANS** Imperial Shoe Store C, I  
**SHREVEPORT** Drver's H  
United Shoe Stores E

**MAINE**

**PORTLAND** Davis & Cartland E

**MARYLAND**

**BALTIMORE** S. Dalshimer & Bros. E  
Hahn G  
I. Miller Salon I  
Wyman Inc. B, C

**RED CROSS**  
Page 36 Key C

**JOHANSEN**  
Page 38 Key H

**DELMANETTE**  
Page 27 Key D

**I. MILLER**  
Page 14 Key I

**CUSHIONIZED**  
Page 47 Key E

**MASSACHUSETTS**  
**BOSTON** Richard's C  
H. Scheft I  
**BROCKTON** The Bootery D  
**LOWELL** A. G. Pollard E  
**NEW BEDFORD** J. D. Champegnay E  
**SPRINGFIELD** Harlan's E  
H. Scheft I  
**SOUTHBRIDGE** Mathieu's H

**MICHIGAN**  
**BAY CITY** A. J. Laporte & Sons B  
**BIRMINGHAM** Campbell's Village Store J

**DETROIT** McBride's B  
Russeks I  
Zolkower's E  
**EAST LANSING** Jacobson A  
**FLINT** Economy Shoe Store C  
Le Ross Shoes Inc. B  
**GRAND RAPIDS** Ehinger Shoes, Inc. H  
Yost's F  
**HAMTRAMCK** Shapiro Bros. D  
**INDIAN HARBOR** Jacobson's I  
**SAGINAW** Nentwig's B

**MINNESOTA**  
**MINNEAPOLIS** Home Trade E  
Napier F  
Packard's H  
Powers A  
J. W. Thomas J  
**ROCHESTER** Baker Shoe Co. B

**MISSISSIPPI**  
**VICKSBURG** Metzger's, Inc. H

**MISSOURI**  
**BOONVILLE** Grigsby Bros. E  
**CAPE GIRARDEAU** Buckner & Ragsdale G  
**COLUMBIA** C. B. Miller B, H  
**KANSAS CITY** Eckhardt's E  
Robinson's C  
Royal College Shop G  
**MEXICO** Safford Shoe E  
**ST. JOSEPH** McDonald's B  
**ST. LOUIS** Roman's Family Shoe Store E

**MISSISSIPPI**  
**OMAHA** Thos. Kilpatrick E  
Napier's F

**NEBRASKA**  
**LAS VEGAS** Helbray's I  
**RENO** Karl's Reno Family Shoe Store E

**NEVADA**  
**NEW HAMPSHIRE** The New Idea Shoe Store E

**NEW JERSEY**  
**MANCHESTER** The New Idea Shoe Store E  
**PORSCHE** Shaines D

**NEW YORK**  
**ATLANTIC CITY** Fisher's C  
Koff's Inc. I  
**EAST ORANGE** Footnotes F  
Harrison Bros. D  
**ELIZABETH** Weilner's C  
**MORRISTOWN** Morris' Uptstein A  
**NEWARK** Lane Barton D  
**ORANGE** Sonnenchein's C  
**PATERSON** Foot Saver Shop B  
Metz A  
**PLAINFIELD** David Bruce A  
**TRENTON** Ruth's C  
Geo. Weiss G, A  
**WESTFIELD** Scott's Shoe Store G

**NEW MEXICO**  
**ALBUQUERQUE** Paris Shoe Store H  
Givens Bros. J

**NEW YORK**  
**ALBANY** Gail's Red Cross Shoes C  
David's A  
Famous Shoe Store B  
Ruth Shoe Co. I  
Cotrell & Leonard J  
**BINGHAMTON** Parlor City Shoe Co. B  
**BUFFALO** Jack Jacob's Paris Footwear D  
Liberty Shoe Stores E  
**JACKSON HEIGHTS** Pollochs' Shoes G  
**JAMESTOWN** Wade Bros. B

**RHODE ISLAND**  
**PAWTUCKET** Peerless Shoe Co. I  
**PROVIDENCE** Hamilton-Lapp C  
Kays' Newport D, J  
**WOONSOCKET** Avedon A

**KINGSTON** A. Hymes A  
**NEW YORK CITY** Stuart Brooks C  
Delman Shoe Salon D  
Florsheim Shoe Store G  
Foot Saver Shoes B  
Haber-Klein Inc. E  
Arthur Kent C  
I. Miller I  
Saks 34th & Broadway E  
**ROCHESTER** Guild House A  
Arthur Kent C  
I. Miller I  
Fred Myers E

**ROCHESTER** Flemming Bros. G  
**SYRACUSE** Park Brannock J  
**TROY** Denby's A  
**WATERTOWN** Sidney B, Miller G  
**WHITE PLAINS** Costume Bootery A  
I. Miller Salon I

**NORTH CAROLINA**  
**CHARLOTTE** Al Goodman's I  
Ledbetter Shoe Store C

**DURHAM** Baldwin's I  
**FAYETTEVILLE** The Capitol A  
**GREENSBORO** Powell A  
**KANNAPOLIS** Logan's H  
**KINSTON** The Ladies Shop I  
**RALEIGH** Adler's Slipper Shop D, C  
**SALISBURY** Casper's Shoe Store H, J  
**WILMINGTON** Freeman Shoe Co. H

**OHIO**  
**AKRON** Foot Care Boot Shop B  
Waggoner & Marsh A

**ASHLAND** Cornwall Shoe Co. E  
**CANTON** Wagoner & Marsh A  
**CINCINNATI** Potter Shoe Co. C  
Newbold's J

**CLEVELAND** Stone Shoe Co. B  
Engel Feltzer J  
**COLUMBUS** Foot Saver Shoe Shop B  
Ming's Shoe Store C

**DAYTON** Bayham Shoe Co. H  
Minor Shoe Store C

**LIMA** Crawford Shoe Co. I  
Sill's B, H  
**STEUBENVILLE** Major's Shoe Co. H

**TOLEDO** Foot Saver Shoes B

**VAN Wert** James Clark Shoe Co. E  
**YOUNGSTOWN** Lustig's A, E

**OKLAHOMA**  
**LAWTON** Dutcher's D  
**TULSA** Stern's F, C

**OREGON**  
**PORTLAND** Baron Shoe E  
Southwood's Inc. C  
Arnishaw's J

**PENNSYLVANIA**  
**ALLENTOWN** Farr Bros. F, C, I  
Wetherhold & Metzger B

**ALTOONA** Klevan Bros. J  
**ERIE** Irving A  
**CHARLEROI** Kramer's A  
**GREENSBURG** Royer A  
**JOHNSTOWN** Brett A  
Penn Traffic J  
**LANCASTER** Newswangers C  
Shaw's B  
**MCGOVERN** Rulinstone's A  
**NEW KENSINGTON** New Dunn's Shoes D  
Teek's Fine Shoes F  
**PHILADELPHIA** Foot Saver Shoes B  
The Geuting Co. H  
W. H. Steigerwalt F  
**PITTSBURGH** C. A. Verner Co. D  
**POTTSVILLE** Gereald's Paramount D

**READING** Far Bros. C  
**SCRANTON** Lewis & Reilly G, C  
Paramount Shoe F, D, J  
**STATE COLLEGE** Simon's A

**WILKES-BARRE** The Bootery D  
Walter's Shoe Store H  
**WILLIAMSPORT** Brogman's A  
**YORK** Newswangers B, C

**RHODE ISLAND**  
**PAWTUCKET** Peerless Shoe Co. I  
**PROVIDENCE** Hamilton-Lapp C  
Kays' Newport D, J  
**WOONSOCKET** Avedon A

**SOUTH CAROLINA**  
**ANDERSON** G. H. Bailes Co. J  
**UMBRIA** Harrison Parks D  
Tampa's J  
**FLORENCE** Miller A  
**GREENVILLE** Proctor's F, J  
**GREENWOOD** Winn's J  
**NEWERRY** Anderson Shoe Store II

**SOUTH DAKOTA**  
**SIOUX FALLS** Johnson Shoe Co. B  
Knudsen's F

**TENNESSEE**  
**KNOXVILLE** Beeler's Bootery B  
Spence Shoe Co. D, H  
**LAWRENCEBURG** The Bootery E  
**MEMPHIS** Richard Storch E  
**NASHVILLE** The Cain-Sloan F

**TEXAS**  
**AUSTIN** Leon's Slipper Shop D  
Goodfriend's J  
**CORPUS CHRISTIE** Richardson's G  
**CORICANA** Big Four Shoe Store H  
**DALLAS** Volk Bros. F  
**FORT WORTH** Everybody's E  
**LAREDO** Richter's G  
**MIDLAND** Barnes & Co. D  
**PORT ARTHUR** Guaranteed Shoe Store II  
Wiley's Shoe Box D  
**SAN ANGELO** Dan's & Co. H  
**SAN ANTONIO** The Vogue Shop J  
**STEPHENSVILLE** Higginbotham Bros. E  
**TYLER** The Bootery D  
**WACO** Cinderella Slipper Shop H  
**WEATHERFORD** W. H. Bowden & Sons E

**UTAH**  
**LOGAN** Jessens E  
**OGDEN** L. R. Samuels A, I  
Swanson's Shoes D  
**SALT LAKE CITY** Speicher Shoes C  
The Thompson Co. H  
Walk-Over F

**VERMONT**

## WESTMINSTER DOG SHOW

(Continued from page 105)

dog or bitch from each of these six generic groups remains to compete for the impressive Best-in-Show silver trophy.

The Westminster Kennel Club offers over a hundred classes for every breed recognized by the American Kennel Club. It also provides a catchall, the Miscellaneous Class, for dogs known abroad but still officially unaccepted in this country because of their rarity. "Miscellaneous" includes Sidney silkies, Spinoni Italiani, Chinese crested dogs, and Rhodesian ridgebacks. In the past, however, such currently popular dogs as Kerry Blue terriers, Pekingese, boxers, and Norwich terriers made their first appearance as miscellany.

Fads in dogs too often stem from the spotlight of a Westminster victory. But a national craze sometimes backfires on the breed. Almost inevitably, an attempt to meet the increased demand results in careless breeding. The classic example of fashion's effect on dogs stems back to the early twenties and the heyday of the German shepherd. As more and more people wanted to own these handsome animals, greedy breeders put dollars ahead of genetics. This produced dangerously unbalanced dogs who quickly earned a reputation for incorrigible fear-biting. Since then, however, careful breeding has brought the German shepherd back to what he should be, a reliable, fearless animal.

Self-appointed custodian of "the best interests of pure-bred dogs," the American Kennel Club was founded in Philadelphia by ten sportsmen in 1884. Unlike the Westminster Kennel Club, the American Kennel Club is an association of clubs, its membership consisting of 330 breed and kennel clubs throughout the country.

The A.K.C., as it is generally called, functions somewhat like the Congress of the United States and often just as slowly, probably for many of the same reasons. Each member-club elects a delegate to the governing body which meets quarterly at New York headquarters in rooms lined with an important collection of nineteenth-century dog paintings. The governing body votes on future legislation, passes on prospective clubs and delegates, and elects a slate of three men to serve for four years on the Board of Directors. Infractions of rules such as falsifying a pedigree, assaulting a judge, and other controversies or misdemeanors are subjected to investigation and punishment when necessary. An exhibitor, a breeder, a handler, or a judge (both the latter are licensed by the A.K.C.) can be fined or worse still suspended from A.K.C.-sponsored shows for "conduct prejudicial to the best interest of pure-bred dogs."

About five thousand letters a day pass over the desks of the A.K.C. staff involving everything from where to buy a dog (A.K.C. tries to put buyer and seller together, retains no finder's fee) to intricate questions of

dog welfare. Funds for this manifold operation derive from fees (one to two dollars) collected from registrations. In 1951 about 264,415 registrations were approved, with cocker spaniels leading, closely pressed by beagles. More like *Burke's Peerage* than the *Social Register* to which many people mistakenly compare it, the American Kennel Club studbook of four million living dogs is the nucleus for all pure-bred dog stock in America.

Although the dog game ranks as a rich man's sport, women make up sixty per cent of all exhibitors, and the annual income of seventy-five per cent of the exhibitors averages no more than three to five thousand dollars. Until his recent death, one of the best breeders of dachshunds was the janitor of a building near Wall Street.

But showing dogs can be expensive, particularly when exhibitors employ professional handlers who charge about twenty dollars per show per dog. A yardstick of integrity and skill is the Professional Handlers' Association which lists among its members only 180 out of 700 licensed by the American Kennel Club. Many handlers never try to qualify, some preferring not to be hampered by the association's code: "This association was not formed for the slacker who sees first to his own comfort, and then if there is time to the comfort of his dog . . . or the over-imbiber of liquor, but the honest men and women who love the pure-bred dog."

In the ring expert handlers give the appearance of calm, almost casual unconcern; nervous neatness is as inept as impatience in the ring. At the same time, they always put the dog's best side forward. Every breed calls for a different technique. Doberman pinschers, for instance, require a degree of firmness and authority that could shatter collie morale, which responds best to gentleness and affection. A degree of handling skill can be acquired, but that delicate sixth sense, called "dog hands," is something a man or woman is born with. Through his hands a good handler telegraphs understanding to the dog, affection, respect, and reciprocal confidence.

Some women, particularly exhibitors in the toy dog classes, tend to dress up to their dogs (like the ladies who drive hackney ponies in horse shows), but tweed suits satisfy the average woman, particularly if the skirt allows her to kneel easily beside her dog while working him into position. The largest females are often tethered to the smallest dogs. Red Smith, the wittiest of all sports writers, once described ". . . the smallest pooch towing the largest handler, a celestial creature measuring seventeen and a half hands at the withers, deep of chest, with fine sturdy patters." Although some lady judges look as though their next stop was a clubwoman's tea, most of them treat clothes as an accessory to the job, particularly the woman who wears

(Continued on page 136)



Fine Calf

Colors Black Brown Red Navy Tan About \$15.00

Also available in small size

About \$13.00

At leading stores everywhere

Brill & Brill

20 West 33rd Street

N. Y. 1, N. Y.

### CAPTIVATING

thrilling moments

as you step into spring.



most styles 1295 to 1595

TWEEDIE FOOTWEAR CORPORATION • JEFFERSON CITY • MISSOURI

### Suede Sans Souci

This is the suede coat you can wear and wear—without a worry about weather ever...because it's durably weather repellent. That means it will stay clean and wear longer—it won't stain from the rain and it's easier to clean. Coffee, gold, tangerine, pink, baby blue, olive green, rust, turquoise... sizes 10 to 18...about \$30. The matching cloche, about \$11. Leathermode, 1410 Broadway, New York 18.

# Leathermode



## WESTMINSTER DOG SHOW

(Continued from page 135)

black wool when judging poodles: appraising the white poodles she runs her hands through the dogs' coats, then on to her skirt to pick up any hint of over-chalking.

Dog shows are fraught with tension. People become so emotionally involved with their dogs that even the best brand of sportsmanship often frays. The pious philosophy, "Win as though you were used to it, and lose as though you enjoy it," sheds a golden halo at ringside, but downstairs in the basement of Madison Square Garden, where dogs are benched, the climate is far chillier, and libel is only superficially cloaked in smiles. Under the surface, a dog show is a stew of passions.

Such makers of dog food as Swift & Co., Quaker Oats, Borden, and others happily cater to this passion. In a four-storey building in Chicago's stockyards, Swift & Co., the great meat packers, run their Pard operation on a most scientific basis. Kennels take up the ground floor, housing eighty dogs, setters, terriers, and spaniels, all registered, which eat varied diets including, of course, Pard, canned and dry. Today, Swift points to thirteen generations of dogs maintained on Pard and water with statistics on bone structure, coat condition, reproductive capacity as endorsement.

Its ability to impart vitality and good humour are important factors in any dog food's success. The lap dog, not the active dog, presents the real nutritional problem; almost dyspeptic from lack of exercise, he demands palatability to pique his otherwise languid appetite. Smell as well as taste tempts canine taste buds, but smell appeal must satisfy owners as well as dogs, and their preferences are often diametrically opposed.

Made of meat and meat by-products, mostly beef, Pard includes a little lamb, even less pork. Added to this are cereals, minerals, and vitamins for health, onion and garlic powder for flavour. All ingredients used in Pard are inspected by the Department of Agriculture and qualify as pure and wholesome for humans, a fact which proved consoling to a lady from Kentucky who wrote: "Is Pard fit for human consumption? The children gave some Pard to the baby and now he asks for it. Will it hurt him? Kindly advise."

Public demand forces almost all dog food manufacturers to add chlorophyll to their products. Most of them agree, however, that people who believe their dog eats a daily ration of chlorophyll also believe him odor-

less, but when told the magic substance has been removed, immediately detect a return of vulgar dogginess. The result either way remains psychological.

Psychology fast infiltrates even the dog world's idiom. Veterinarians long ago recognized that bitches had psychic pregnancies, usually relieved by glandular injection. Less specific but just as genuine are other dog phobias. Clarence E. Harbison, a former member of Condé Nast's staff, now working with Quaker Oats (who make Ken-L-Ration), lectures throughout the country on the premise that there are no bad dogs, only bad owners. According to Harbison, the happy dog, like the happy child, recognizes and appreciates discipline and restraint. At his own small kennel, Harbison, with a combination of patience and good common sense, reforms some pretty neurotic dogs. One of his patients, for instance, was a German shepherd who flunked his Seeing Eye finals by consistently refusing to pick up gloves, keys, newspapers, objects which a blind person might drop. Delving into the dog's past, Harbison found that as a puppy he had lived on a farm and had been whipped for picking up such delicate objects as live chicks, ducklings, or rabbits. When the cause of the mental quirk was revealed, "de-training" the adult dog was easy.

As a result of the medical care afforded them, American dogs have the longest life expectancy of any in the world. The American Veterinary Medical Association lists some 14,000 members. Most major cities have excellent dog hospitals, two of the finest, Boston's Angell Memorial Animal Hospital and New York's Speyer Hospital for Animals. Although Speyer's expenses run around \$200,000 a year, owners are asked to pay only what they can afford, aren't pressed for anything. Two-thirds of the patients get part or full charity care. Endowments and private contributions foot the bill. Even the richest, sickest bitch pays only three dollars a day; for example, a bitch with a badly broken pelvis returned home after three weeks in the hospital, her treatment having included adrenalin, nembutal, penicillin, anaesthesia, X ray, and a few hours under the oxygen tent. The bill for \$65 included a bath and manicure gratis.

Although such medical care might seem extravagant in other parts of the world where few human beings can expect as much, perhaps a dog's life is a fair barometer of a nation's disposition and prosperity.

### VOGUE KNITTING BOOK FOR SPRING AND SUMMER 1953

65 new fashions to knit and crochet,  
each with explicit directions.

50c

Now on the newsstands

## DREAMING OF NEW PLACES?



*Ask Mary Gordon*  
—OF TWA

### WHERE TO SPEND PRECIOUS VACATION DAYS

**Coronation Tour** . . . 37 exciting days in seven European countries. You'll be in London for the most colorful event of our era—the Coronation. Then on to Belgium, Holland, Germany, Switzerland, Italy, Monaco, and France, with plenty of time to relax and see the sights. Best of all, the complete tour—including reserved seats for the Coronation Procession—costs only \$1,237, from New York and return by swift, comfortable TWA Sky Tourist flights.

**Sun and More Sun** . . . a glorious 8-day vacation at famous Jokake Inn, on Camelback Mountain near Phoenix! Leave your troubles behind, and let TWA whisk you away to the Valley o' the Sun, bright land of gay entertainment. Your entire stay, including your TWA Sky Tourist flight from New York to Phoenix and return, costs as little as \$317\* (from Chicago \$267\*).

**Topflight Luxury** is yours on TWA's new Ambassadors—giant Super Constellations that provide the most modern coast-to-coast service at no extra cost. Nightly flights leave New York at 12:30 A.M.—arrive Los Angeles 8:45 A.M. Deep-reclining seats (or full-length berths for a slight surcharge) insure perfect comfort. Just after take-off, you are served a midnight buffet . . . and at all times the Ambassador's spacious lounge is yours to enjoy.

**Answers to Travel Questions!** Wherever you decide to go, TWA can help make this vacation the best ever. For any additional travel information or facts about TWA's Circle Tours, Sky Tourist rates, or family half fares, visit your local travel agent, your nearest TWA office, or fill out the coupon below and mail it to Mary Gordon of TWA.

\*plus tax on air portion

MARY GORDON, Dept. V3  
Trans World Airlines, 60 E. 42nd St.,  
New York, N.Y.

Please send me your free leaflets . . .

- Basic Travel Wardrobes.
- How to See the West.
- How to See New York.
- How to Stretch Your Travel Dollars.
- If You Are Going to Spain.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

VOGUE incorporating Vanity Fair



The Plymouth Belvedere, shown at the Challenger Inn, Sun Valley, Idaho

*It seems the sun always shines on those who drive Plymouths. For when a car looks right, rides right and serves you faithfully through the miles, you can't help but take great pleasure from owning it. Because there's more quality built into a Plymouth, you are sure to get more lasting value out of it.*

**PLYMOUTH**

*Anne* *Fogarty*



gives you the perfect-little-lady look  
in challis that's a dead-ringer for  
imported Swiss, but wears better, washes  
beautifully, won't shrink more than 2%.  
It's Bates new dynelon\* challis . . .  
a happy marriage of dynel, nylon, and  
finest cotton that releases creases,  
keeps its crisp, just-pressed freshness  
for life. Sizes 5 to 15 in Dresden  
blue, porcelain pink. About 35.00 at  
Lord & Taylor, Marshall Field,  
Neiman-Marcus, Bullocks Wilshire,  
John Wanamaker, Philadelphia.

\*TRADEMARK

 **Bates**  
**DISCIPLINED**  
**CHALLIS**